A8955-1

SPAIN-U.S.

THE SPAIN-U.S. CHAMBER OF COMMERCE
SEPTEMBER-OCTOBER, 1985 No. 140

“In Spain you actually stay in places

“So many of the hotels are tremendous works of art. The cities are modern, cosmopolitan, clean—and more orderly and pleasant than most. We've driven most of Europe and this was easy.”

—Gail Berman
San Francisco, Cal.

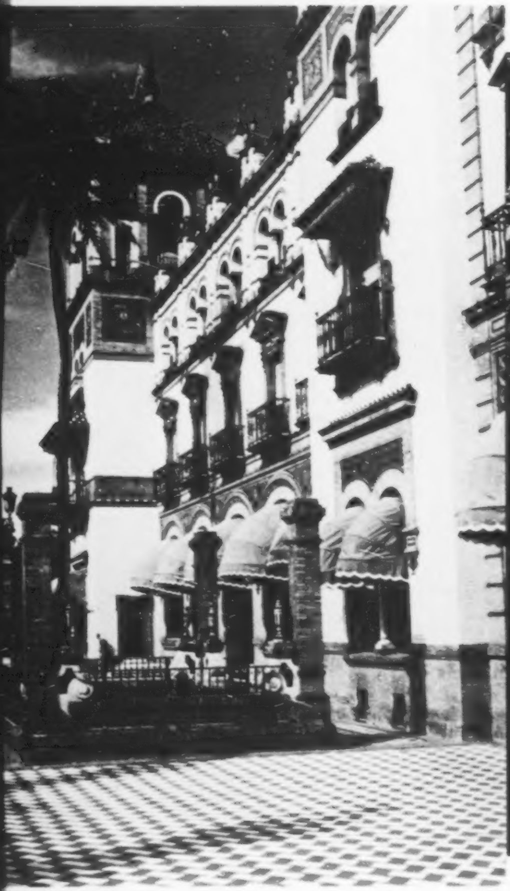
“Finding your ‘castle in Spain’ isn't just a superlative expression. It's a fact. Seeing one loom up across those golden plains is an experience like nowhere else. Actually *staying* in one makes history come true.”

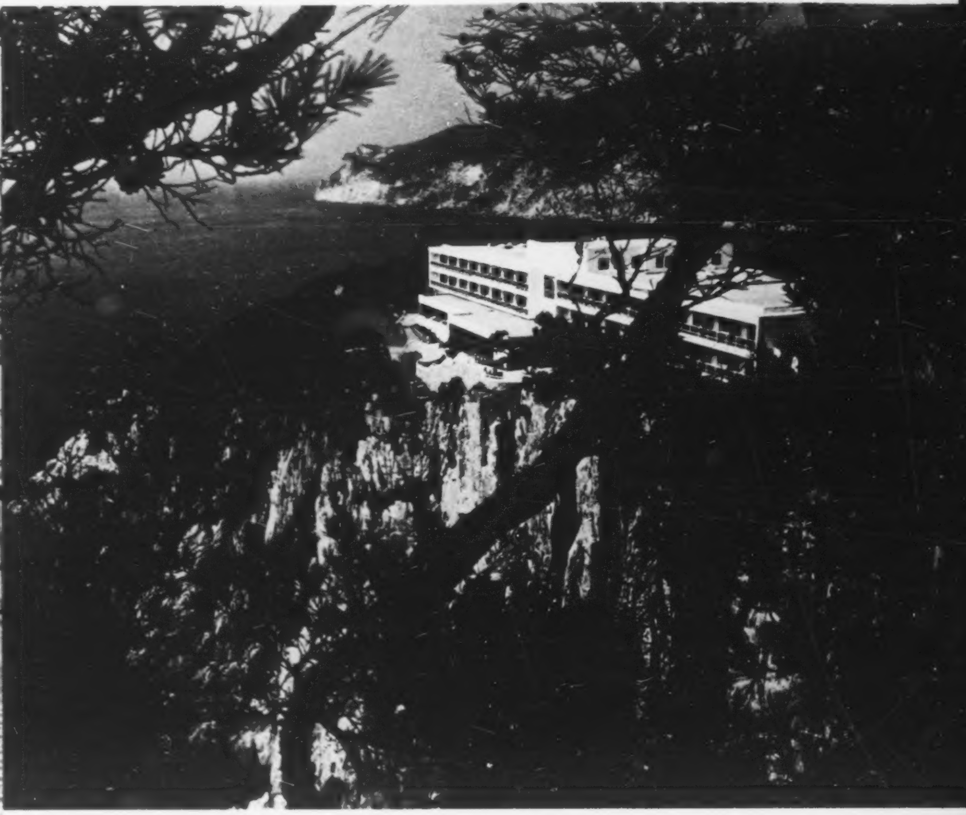
—John Cuneo
Hastings-on-Hudson, N.Y.

“There's a range of places to stay in . . . from the poshest, most modern to a cozy medieval monastery. In Spain, you *see* history. Fortresses and citadels, cathedrals and castles . . . like a volume out of Britannica.”

—John Annunziata
New York, N.Y.

most people only dream about."





“People were gracious and communicative everywhere . . . from the mainland to Mallorca all the way to the Canary Islands. The great diversity of accommodations and activities impressed us. We tried all the local fare. Delicious . . . *and* so fresh!”

—Irma Studer
Akron, Ohio

“A living storybook! There were mornings I wouldn't have been surprised to see El Cid ride by. Modern? Spain's certainly that . . . good roads, modern hotels and communications. And by our standards, prices are absurdly low.”

—Hugh McGraw
Fall River, Mass.

I want it all.

Spain. Everything under the sun.

Please send me your full-color brochures. Just mail this coupon to the National Tourist Office of Spain nearest you: 665 Fifth Avenue, NY, NY 10022. 4800 The Galleria, 5085 Westheimer, Houston, TX 77056. 845 N. Michigan Avenue, Chicago, IL 60611. 1 Hallidie Plaza, San Francisco, CA 94102.

ESPAÑA

Spain. It's all Europe in a single country.

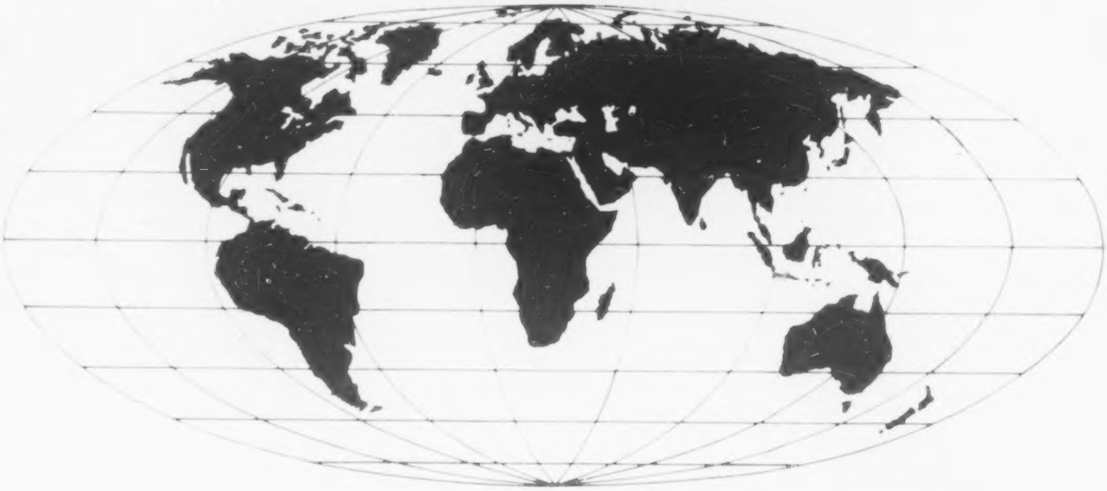
Name ____________________

Address ____________________

City ____________________

State ____________ *Zip* ____________

Banco de Santander Group



More than 170 offices overseas

The Banco de Santander is the Spanish company with the largest number of offices overseas.

The Banco de Santander Group has more than 1,000 offices in Spain, as well as a foreign network of more than 170 offices throughout 22 countries in Europe, North America, Central America and South America.

BS

GRUPO BANCO DE SANTANDER

Founded in 1857

The largest Spanish overseas Banking network

President
JOSEPH SANCHEZ
Bank of America

First Vice President
JOSE ARAGONES
Iberia International Airlines of Spain

Second Vice President
ANTONIO ESCAMEZ
Banco Central of New York

Treasurer
MICHAEL BENNIS
Changing Times

Corporation Secretary
MICHAEL GREENBERG
Graubard Moskovitz McGoldrick
Dannett and Horowitz

Honorary President
GABRIEL MAÑUECO
Ambassador of Spain, Washington, D.C.

Honorary Vice President
MANUEL SASSOT
Consul General of Spain in New York

Honorary Director
ANTONIO LLANOS
Commercial Counsellor of Spain, New York

Executive Director
MIGUEL SEBASTIA

Directors:

FERNANDO P. ALEU
Puig of Barcelona

EDWARD W. BLATTNER
Panalpina, Inc.

JAMES A. BONNARDEAUX
Extebank

LUIS BENITEZ DE LUGO
Banco de Santander

S. ROBERT BREITBARTH
General Cable International, Inc.

JUAN C. CAPPELLO
ITT Corporation

JOSEPH A. CARAGOL
Joseph Caragol, Inc.

FREDERICK W. CHASE
Chase Sales Company

JOHN E. CODINA
John E. Codina & Co.

VICENTE GARCIA-DELGADO SEGUES
Windels, Marx, Davies & Ives

MICHAEL GILFOND
Manufacturers Hanover Trust Co.

JUAN LUIS GOUJON
Lois Sportswear USA

EDWARD G. HAYEK
Trans World Airlines Inc.

WILLIAM KROESING
Freixenet U.S.A. Inc.

EDUARDO LASTRA
Ensisteel, Inc.

ENRIQUE LOEWE
Loewe

JACK McANDREW
Price Waterhouse & Co.

PABLO MEDINA
Myrurgia Perfumes

JOHN A. OGILVIE
Edelman Public Relations

RICHARD V. PARKS
Farrell Lines, Inc.

JOHN PHILBIN
Irving Trust Company

VICENTE PUIG JR.
Vicente Puig & Co.

JOSE L. SAEZ
Marsans International

RAMON DE SARRIERA
Banco de Bilbao

DOMENICK G. SCAGLIONE
Chase Manhattan Bank

GEORGE B. SCHRECK
General Motors Corporation

FREDERICK E. TETZELI
Morgan Guaranty Trust Co. of New York

JOSEPH UNANUE
Goya Foods, Inc.

MIGUEL VIVES
Intechnos

Honorary Delegates in Spain

JESUS DE AZCARRETA
Calle Fuentemilanos, N° 2
Madrid-35
Tel.: 216-39-78

JOSE MARIA CUCURELLA
Capsulas Metálicas, S.A.
Valencia, 101
Barcelona-11

Spain–U.S. Trade Bulletin

Spain-U.S. Chamber of Commerce, Inc.
CAMARA DE COMERCIO ESPAÑOLA EN LOS ESTADOS UNIDOS
500 FIFTH AVENUE, NEW YORK, NY 10110 • (212) 354-7848
TELEX 275815 SPAN UR • CABLE ADDRESS CAMACOES

SEPTEMBER-OCTOBER, 1985 **No. 140**

NEWS AND FEATURES:

5 **Welcome to Spain's new Consul General in New York, Ambassador Manuel Sassot.**

7 **"Tesoros de España: 10 Centuries of Spanish Books"** exhibited at the New York Public Library

9 **A Summary of Spain's Individual Taxes,** by E. Brownell Johnston and Antonio Ortega

12 **Spain's Renaissance—The arts are flourishing after decades of suppression,** by Edward Behr (from *Newsweek* Magazine)

15 **Foreign Investments in Spain—the revised regulations,** by José Luis San Pio

17 **La imagen de España en los Estados Unidos,** by Jaime Caruana

18 **Spain: The Ideal Location for the European Disneyland,** by Juan Gaspart Solves

24 **Travel Notes,** by Pancho Shiell, National Tourist Office of Spain

26 **Talk of Madrid,** by Marina Specht, from *Advertising Age*

28 **John Davis Lodge, Honorary Chairman of the Chamber, Dies.**
Ambassador Jaime de Piniés is President of the United Nations General Assembly.
Sarita Montiel, Spanish Film and Concert Legend, is on a Concert Tour of the United States.

DEPARTMENTS:

20 **Current Legislation in Spain,** prepared by J. & A. Garrigues, New York Office

22 **Fairs and Exhibitions in Spain and the U.S.,** by Luisa Pujol

30 **Business Opportunities: Spanish Products Offered and Productos Españoles Solicitados.**

COVER: A New York scene which is unusual only because we seldom look up. The building at the bottom of the photograph is the Prudential-Bache Building at 100 Gold Street, in Manhattan's financial district. Photograph by Carmin Rojas.

EDITOR **SUSANA AIKIN**
LAYOUT & PRODUCTION **DAVID O. THOMAS**

Published bi-monthly, copyright 1967, as a service to its members, by the Spain-U.S. Chamber of Commerce, Inc., a non-profit organization, 500 Fifth Avenue, New York, N.Y. 10110, telephone (212) 354-7848. Subscription rates: $25.00 per year, U.S. and Canada; 2500 pesetas per year, Spain. Single copies $5.00 each. Printed in the U.S.A.

BANCO EXTERIOR GROUP... OF SPAIN...

OF FEDERAL REPUBLIC OF GERMANY... OF BELGIUM... OF NETHERLANDS... OF ITALY... OF THE UNITED KINGDOM... OF ECUADOR... OF PERU... OF ARGENTINA... OF PANAMA... OF PARAGUAY... OF EQUATORIAL GUINEA... OF COLOMBIA... OF BRAZIL... OF FRANCE... OF GUATEMALA... OF BAHRAIN... OF THE UNITED STATES... OF MEXICO... OF USSR... OF VENEZUELA... OF SWITZERLAND... OF SINGAPORE... OF PORTUGAL... OF EGYPT... OF CAYMAN ISLANDS... OF URUGUAY... OF BOLIVIA... OF CHILE... OF THE WORLD.

BANCO EXTERIOR GROUP
Banking without frontiers

Representative Office
645 Fifth Avenue
Olympic Towers Building
11th floor New York, N.Y. 10022

Welcome to Spain's new Consul General in New York, Ambassador Manuel Sassot

It is a great privilege for me to welcome Spain's new Consul General in New York, Ambassador Manuel Maria Sassot Cañadas.

Once again, New York has been honored by the appointment of an exceptionally distinguished veteran of the Spanish diplomatic corps, one who holds the rank of Ambassador.

Ambassador Sassot was born in Barcelona in 1926. He attended high schools in Málaga and Madrid, received his degree in Law from the University of Madrid, and trained for the diplomatic service at the Diplomatic School, graduating in 1952. Beginning in 1954 as Secretary of Embassy at the Ministry of Foreign Affairs, he has held increasingly important positions ever since in Rio de Janeiro, Baghdad, Paris, the Netherlands, and Hamburg, as well as serving as Director for Western European Affairs and later of Eastern European Affairs at the General Direction of European and Holy See Affairs.

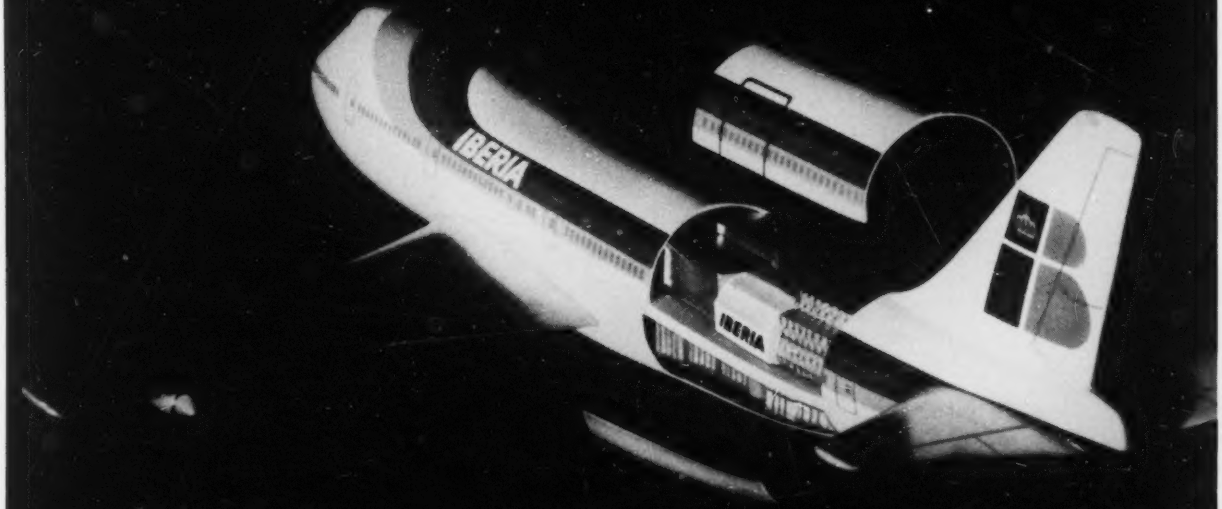
His first ambassadorship was to the Democratic Republic of Sudan in 1978, and successively he was named Ambassador to the Democratic Republic of Somali (1978), to Saudi Arabia (1979), to the Arab Republic of Yemen (1979), and to Oman (1979). In 1983 he was appointed Director General of Foreign Policy for Africa and Continental Asia, a position he held until his present appointment.

We look forward with pleasure to working closely with Ambassador Sassot, and with his long and broad experience and expertise his counsel will be highly valuable to us.

Speaking for all of us at the Spain-U.S. Chamber of Commerce, Ambassador Sassot can count on our full support and cooperation and we wish him and his family a pleasant, rewarding and successful stay in New York.

JOSEPH SANCHEZ, President

IBERIA'S NEW SPACESHIP



A new dimension in inner space. New 747 combi's to ship large cargo.

A giant step toward better cargo service.

Iberia's new 747 combi SpaceShip blasts off from New York non-stop to Madrid, with cargo shuttle service every day of the week except Wednesday.

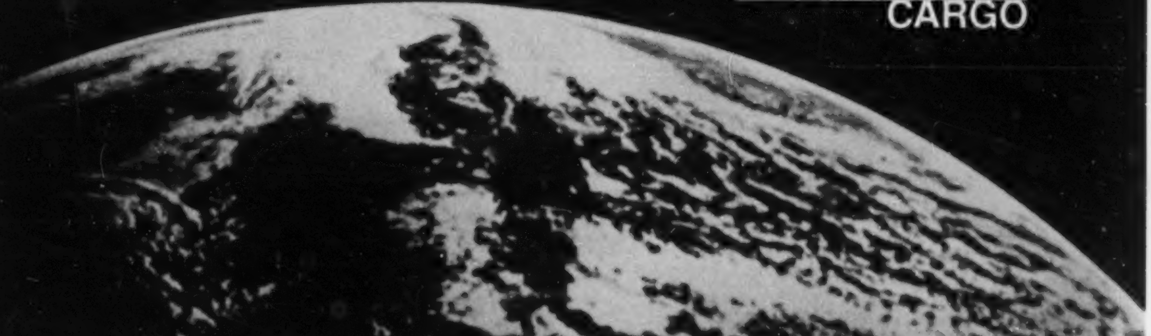
Our vast inner space reaches new heights and new lengths to meet your needs in shipping oversized payloads in one easy piece.

Iberia also has widebodies and freighter service waiting in Madrid—so you've got great connections to Europe, Africa and the Middle East.

And a new direct-dial computerized reservation system that instantly confirms your shipment.

For SpaceShip information and reservations, call an Iberia SpaceShipper at **1-800-221-6002. In N.Y.C. 718-632-1240.**

IBERIA IB
CARGO



From THE NEW YORK PUBLIC LIBRARY

'Tesoros de España: Ten Centuries of Spanish Books'

> "We have arranged for our national treasures to cross the Atlantic so that Americans may share in the cultural riches of our country and have a broader understanding of the Spanish people."

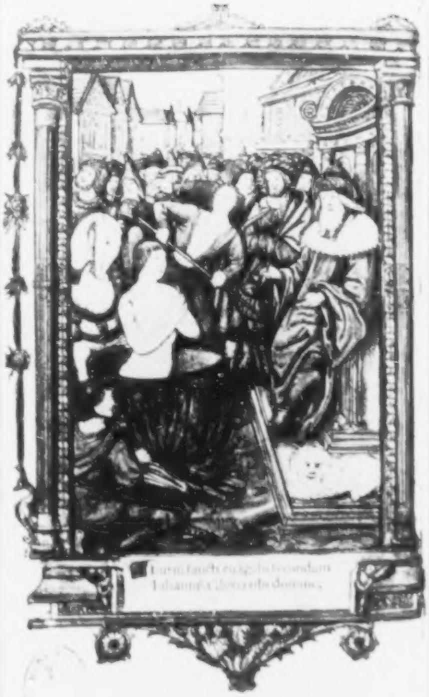
TWO HUNDRED MASTERPIECES from the lending libraries of Spain are the subject of a major exhibition at the New York Public Library which began on October 12th and continues through December 30th. Never before seen outside of Spain, the illuminated manuscripts, rare first editions, maps, prints and lithographs explore the development of Spanish culture from the tenth century through the Second Republic.

"Tesoros de España: 10 Centuries of Spanish Books" was organized by Spain's Ministry of Culture in collaboration with the Ministry of Foreign Affairs to coincide with city-wide events celebrating the sister-city relationship between Madrid and New York City.

Commenting on the exhibition, Jaime Salinas, Director of Books and Libraries of the Ministry of Culture, said: "We have arranged for our national treasures to cross the Atlantic so that Americans may share in the cultural riches of our country and have a broader understanding of the Spanish people. Because the New York Public Library is a dynamic center of education and a crossroads of culture, it is the natural site for this exhibition."

"Tesoros de España" has been drawn from ten of Spain's most famous libraries, including the National Library, the Palace Library, "El Escorial," the Royal Academy of History Library, the Lazaro Galdiano Foundation Library, and the Libraries of Santiago, Valencia, Barcelona, Complutense and Granada Universities.

During the showing of the Spanish treasures, complementary lectures, performances and films are being presented by the New York Public Library at the Central Research Library and branch libraries. In addition, a 450-page fully illustrated catalogue has been published by the Ministry of Culture for sale at the exhibition. Distinguished writers and critics including Jorge Luis Borges, Anthony Burgess, Juan Marichal, Italo Calvino, and Juan Benet have contributed essays for the catalogue on aspects of Spanish culture and also will participate in the public lecture series at the Central Library. Group tours of the exhibition by trained docents have been scheduled and special tours for school and community groups will be provided by advance appointment. Educational materials, including a packet of resource information for teachers and community groups, are available along with a free guide to the exhibition. An accoustiguide tour in both Spanish and English is available for visitors.



A wood engraving with gold leaf from "Horae beata Mariae," a devotional book printed in 1507, one of the books on exhibition at the New York Public Library

THE EXHIBITION

The exhibition has been a major organizational effort involving the selection and transport of over 200 illuminated manuscripts, incunabula, autographed manuscripts, atlases and maps, and rare or unique printed books. In describing the goals of the exhibition, the Ministry of Culture explained that the Spanish Government aims not only "to display the most important bibliographic jewels in Spanish libraries, but also to underscore the growing importance of such exhibitions in demonstrating the enduring artistic and historical values of books, manuscripts and engravings."

The exceptional character of the exhibition is evident in the scope and depth of the subjects covered. Universal themes, such as religion, exploration and communication, form one segment of the exhibition, while other themes directly related to the development of a unique Spanish culture constitute the remaining segment. The items displayed were chosen for their rarity as well as for their intellectual, aesthetic and historical importance.

The first section of the exhibition is concerned with religious themes, and features extremely rare and beautiful manuscripts, ranging from a Visigothic manuscript from 985 to an illustrated Bible by Salvador Dali. The 16th-century Koran, known as the *Coran de Muley Zidan*, on loan from the El Escorial Library, is famous for its rich ornamentation. *El Libro de Horas de Fernando I*, owned by the University Library of Santiago, is one of the greatest of early Spanish illuminated manuscripts. This Mozarab manuscript, containing psalms, canticles and offerings, was commissioned in 1055 by the Queen of Spain as a gift for her husband.

The next sections of the exhibition are concerned with more worldly themes, including natural science, human sciences and technology, exploration, communications, and festivities. The rare items range from a 1498 *Epilogue on Medicine and Surgery* by Johannes Ketham to a 1586 manuscript on the *Art and Vocabulary of the General Language of Peru*. One of the unique manuscripts is the *Astronomy for the Caesars*, a presentation manuscript illuminated by the artist P. Apiamo for the 17th-century King Ferdinand II. Another extremely rare manuscript from the University Library of Granada is the 14th century *Natural History* by Alberto Magno.

As part of a group of manuscripts illustrating visions of power, there are several chronicles of Spanish kings, including the 1413 *Chronicle of the King en Jacme I* from the Library at the University of Barcelona. A highlight of this section is the *Triumph of Maximiliano*, a 16th-century album of colorful engravings by Durer, showing in its 87 pages of parchment the exploits of Maximillian, the Holy Roman Emperor. Incorporated into the exhibition's design is a brief video display showing details from the *Triumph of Maximiliano*.

Major sections of the exhibition are devoted to predominant aspects of Spanish culture, and include manuscripts, engravings, maps, and rare books which demonstrate the vitality of Spain's literary heritage and the historical importance of Spain as a world power.

"Sephardic Studies and the School of Translators of Toledo" is an important section which includes a topographic groundplot of the boundaries of the Sevilla Jewry, engraved by Joseph Amat. A highlight of this section is the *Cantigas de Santa Maria*, an 18th-century manuscript for Alfonso X containing 1,255 illustrations which are famous for their beauty. The manuscript is also noted for the literary merit of its writings and as a record of contemporary events.

Autographed manuscripts, a 15th-century songbook from the Palace Library, and a 1515 translation of Dante Alighieri from Tuscan into Castillian verse are some of the treasures in the section on the "Spanish Renaissance." Books on Spanish Knighthood, such as the *Doctrinal of Knights* by Alfonso Garcia de Santa Maria, printed in Toledo in 1580, contain vivid illustrations. Don Quixote, an especially important theme in Spanish culture, is represented by first editions, 16th-century translations into French and Dutch, and later translations into German, Portuguese and Japanese. Several of the editions contain original engravings.

The "Golden Age of Spain," one of the most important sections of the exhibition, includes manuscripts and first editions of Spanish classics. An 18th-century manuscript by Pedro Calderón de la Barca contains 26 pen and ink drawings. A 17th-century manuscript *Works Offered by Antonio Chacón to the Count Duke of Oliveres*, is by Luis de Gongora y Argote, a major Spanish poet. De Gongora y Argote had a particular style, called Gongorian, which influenced many poets in the 17th century and which has also been especially popular in the 20th century.

Fine examples of Spanish illustrated books, historic travel books, 17th-century books on Spanish costume, and examples of the first illustrated Spanish periodicals demonstrate the diversity of Spain's cultural heritage.

The final section of the exhibition is concerned with the culture of the Second Spanish Republic. First editions, autographed manuscripts, and illustrated editions of works by the poet Federico Garcia Lorca and other prominent 20th-century writers provide a view of recent Spanish literature and illustration. The exhibition thus constitutes a full survey of the ideas and art of Spain from the 10th century through the mid-20th century, a survey that is unique for its comprehensive nature as well as for the significance of the individual objects on display.

PUBLICATION RECEIVED

The Chamber has received the Directory of Appliance Exporters, prepared by the Association of Home Appliance Manufacturers, listing the members of the Association interested in exporting major and portable household appliances to world markets. It lists the specific types of products offered by each company and information to facilitate direct contact with these companies by interested parties. The Directory is available to be consulted at the Chamber office.

SEEKS REPRESENTATIVE FOR COSMETICS, WEIGHT LOSING GARMENTS

Contact: [illegible] Calle Alboraya 26, Valencia 46010
Tel. [illegible] Francisco Cartagena

CARDBOARD OR PLASTIC CONES OR CYLINDERS

Commercial agent in textiles is interested in the representation or purchase of cardboard or plastic cones or cylinders. Would also purchase batches or leftovers from the textile branch. References will be given. Please contact:

Juan Rita Pares, c/ Cabañas, 12, Santa Eugenia de Berga (Barcelona) Spain

By E. BROWNELL JOHNSTON (New York) and ANTONIO ORTEGA (Madrid)
Partners, Arthur Andersen & Co., S.C.

A Summary of Spain's Individual Taxes

This brief summary gives basic information about the exchange controls in Spain. It begins a series of articles dealing with Spanish taxes, customs and duties, U.S. tax changes, and other international current developments affecting U.S. and Spanish multinationals.

INCOME TAX. Resident individuals (i.e. those who live in Spain for more than 183 days during a calendar year) are subject to income tax on their total worldwide income. The tax year is the calendar year.

TAXABLE INCOME. Wages and salaries are taxable, and deductible expenses are restricted. One percent of gross earned income is deductible as an expense. Self-employed individuals may deduct any necessary expense incurred in obtaining income, and small businessmen can opt for a simplified system ("Estimación Objetiva Singular") to avoid keeping complex records of expenses, etc. Benefits in kind are taxed on the basis of cost to the employer (e.g., in the case of school fees) or market value (e.g., use of a company car). Capital gains are included and genuine losses are deductible. Current year losses which exceed income for any year may be set off against taxable income of the following five years. A tax credit of 15% of long-term losses may be taken against tax in the year in which they are incurred, any remaining balance of that 15% being carried forward for setoff against tax payable in the following five years. The proceeds of insurance policies, etc., arising from the loss of, or damage to, goods or rights not subject to the wealth tax are not subject to tax.

The income of husband, wife and dependent children is aggregated for personal income tax purposes and a joint return is submitted. If husband and wife are legally separated (e.g., by reason of nullity, separation or divorce), the income of the dependent children is aggregated with that of the spouse who has custody of them. Normal aggregation rules (and the submission of a joint return) are not affected unless the separation has the force of law.

Tax returns are normally submitted annually.

ALLOWABLE DEDUCTIONS. A deduction may be made from tax payable for the following:

- 15% of most medical expenses (no limit) with evidence and indication of the name of the recipients.
- 15% of the cost of a principal private residence and subscription for certain qualifying marketable fixed name securities which must be held for three years.
- 15% of insurance premiums excluding premiums for annuity policies for under ten years.

The last two deductions have the limit of 30% of net taxable income.

There is, also, a credit against tax of Ptas. 20,000.

PERSONAL ALLOWANCES. The standard personal allowance given is, generally, Ptas. 17,000. In addition, married couples have an allowance of Ptas. 20,000. A regular allowance of Pts. 15,000 is given for each of the dependent children. An additional Ptas. 38,000 is given for each handicapped child. A taxpayer is given an allowance of Ptas. 12,000 for each parent or grandparent who lives with him, and pensioners qualify for an allowance of Ptas. 7,500 each. The allowances are deducted from tax payable, not from taxable income.

TAX RATES. Salaries and pensions from Spanish sources are subject to deductions of tax at source at rates ranging from 1% to 33% (for 1985). The rates vary for married and unmarried persons and in relation to the number of dependent children. Dividends, interest, royalties and rents from Spanish sources suffer deduction of tax at source at 18% (for 1985). Personal income tax is charged at progressive rates ranging from 16.14% to 66% of total worldwide taxable income, with an overall limit of 46% (which is reached when total taxable income exceeds Ptas. 12,250,000). The combined burden of personal income tax and net worth tax cannot exceed 70% (in 1985) of total taxable income. Any tax withheld at source can be deducted from personal income tax, and any excess is refunded.

The average rates for certain levels of taxable income are:

Taxable income in pesetas	Average rate for 1985 (%)
200,000	16.14
1,000,000	18.30
3,000,000	23.70
5,000,000	29.10
7,800,000	36.66
9,800,000	41.60
11,400,000	44.64
12,200,000 and upwards	45.96

Capital Taxes

CAPITAL GAINS TAX. Capital gains are included in taxable income, each gain being divided by the number of years of ownership of the asset and the result added to the current year's income to establish the average income tax rate chargeable on the balance of the gain. Capital losses are determined in exactly the same way as capital gains by applying the same formula. Capital gains on the sale of a principal private residence are exempt if the total sale proceeds are reinvested in another such residence within two years. However, if the proceeds of sale exceed Ptas. 15,000,000 the exemption applies only to that portion of the gain relating to the first Ptas. 15,000,000. To counteract the effects of inflation, a multiplier of 1.5% is applied to the purchase price.

ESTATE AND GIFT TAX. Recipients who are Spanish nationals pay this tax on worldwide property passing either by gift or on death. The rates vary from 3% to 31% if the recipient is a direct descendant, and from 58% to 102% for non-relatives. In each case, the maximum rate applies if the property is valued at more than Ptas. 100,000,000.

WEALTH TAX. Resident individuals pay net worth tax on worldwide assets as of December 31 each year. Nonresidents are only subject to the tax on property situated, or rights exercisable, in Spain. The tax is levied at 0.20% on the first Ptas. 25,000,000, rising to 2% on total net taxable property of Ptas. 2,500 million or over. Resident single individuals are granted an exemption of Ptas. 6,000,000 (Ptas. 9,000,000 for married individuals), and an exemption of Ptas. 750,000 is granted for each dependent child (Ptas. 1,500,000 if the child is handicapped). The tax is not deductible from personal income tax, but the combined taxes cannot exceed 70% (in 1985) of the total net taxable income.

Social Security Tax

All employees and employers must make Social Security contributions at varying rates subject to the maxima set out in the table below.

In addition, there are other minor contributions to cover specific risks, e.g. accidents (payable only by the employer) and unemployment and salary guarantees (approximate maxima, Ptas. 99,000 per annum by the employer and Ptas. 22,000 per annum by middle to low level employees such as assistant clerks).

SOCIAL SECURITY MAXIMUM CONTRIBUTIONS

ANNUAL CONTRIBUTIONS 1985 IN PESETAS

	Employer	Employee	Total
Senior executives and technical engineers	660,269	132,054	792,323
Senior clerks	476,208	95,242	571,450
Assistant clerks	356,573	71,315	427,888

Other Taxes

TURNOVER TAX. A "cascade" type of turnover tax (IGTE) is levied on the sale or transfer of goods or the provision of services, including imports. The tax is applied at each stage in the production and sale of goods except to retail sales. Direct sales by producers or wholesalers to the ultimate consumers attract tax at the highest rate. The standard rate is 5% (5.5% for estate agents' sales of real property).

LUXURY TAX. Luxury tax at various rates is charged on certain goods, e.g., vehicles, 24%; imported Virginia cigarettes, 110% (47.4% if imported from the EEC); jewelry, 30%; household electrical goods, 6.6%; alcohol 22%-40%.

STAMP DUTY. Transfers of property not subject to turnover tax, contractual transactions, capital contributions and certain legal documents attract a stamp duty known as "transfer tax" at varying rates, e.g., 6% for transfers of real property; 3% for capital stock contributions; and 2% for transfers of movable property, etc.

LOCAL TAXES. Local taxes include the fiscal license tax and those on urban and agricultural rental values.

International Aspects

FOREIGN INDIVIDUALS. Foreign individuals who live in Spain for more than 183 days during a calendar year are subject to the personal income tax and net worth tax on total worldwide income and net assets. Nonresidents are subject to these taxes only on their income from Spanish sources and their property situated in Spain. Such nonresidents, however, have no right to wealth tax exemptions and personal allowances. Other allowable deductions are limited. Foreign individuals are subject to estate and gift tax only in respect of assets situated in Spain. Those working in Spain pay full Social Security contributions except in certain cases covered by a Social Security treaty.

Residents of treaty countries are exempt from Spanish tax on income from personal services rendered in Spain for a nonresident employer, provided that their stay is less than 183 days and that their remuneration is not effectively borne by a permanent establishment in Spain. Residents of treaty countries who are working in Spain are taxed at normal rates on any income from Spanish sources other than wages and salaries.

DOUBLE TAX RELIEF. Credit is otherwise given for foreign taxes up to the lower of the amount of the foreign tax or the amount of Spanish tax that would otherwise be payable at the recipient's average rate of income tax. Of domestic dividends, additional relief for underlying taxes of 10% of the gross amount is given. These rules apply to resident aliens only.

RESIDENCE AND WORK PERMITS. Foreign nationals intending to work in Spain must apply to the appropriate provincial government for a temporary work permit (which lasts for up to six months). If the employment or professional engagement is for more than six months, application must be made for a work permit and a residence permit, which are issued together.

EXCHANGE CONTROL. All international transactions carried out by "residents" are subject to exchange control, which is administered by the Foreign Exchange Control Authority of the Ministry of Finance and Economy. A Spanish national is presumed to be resident unless he has become permanently resident abroad, and a foreign national is deemed to be nonresident unless he has a residence permit granted by the Ministry of the Interior. Resident foreign nationals are treated as resident Spanish nationals for exchange control purposes, except with respect to foreign property acquired before becoming resident in Spain and the income derived therefrom. Foreign property acquired by resident Spanish nationals during a period of residence abroad is exempt. Remittances to families abroad and repatriation of earnings by foreign nationals are permitted within certain limits.

We've made it easier to be successful... in Spain, South America, the World...

BANCO HISPANO AMERICANO NEW YORK BRANCH

Located in the heart of one of the world's foremost financial centers.

Doing business anywhere depends on business-like advice and up-to-date information, the kind only a strong European bank with over three-quarters of a century of experience in domestic and international banking can provide.

Founded in 1900, Banco Hispano Americano has that expertise.

As one of Spain's largest banks, with deposits of over $11 billion, Banco Hispano Americano has an information gathering network of international scope with a host of worldwide offices in addition to over 1,300 branches in Spain.

BANCO HISPANO AMERICANO
Your success is our business

New York Branch
Olympic Towers
645 Fifth Avenue
New York, N.Y. 10022
Tel: (212) 486-8170

International Headquarters
Banco Hispano Americano
Marques de Villamagna 3
Madrid, Spain
Tel: 435-8440

Former Culture Minister Solana at Miró exhibit: 'Spain is now the youngest, liveliest and most active country in Europe'

From NEWSWEEK MAGAZINE
Reprinted with permission

By EDWARD BEHR, Madrid

Spain's Renaissance

The arts are flourishing after decades of suppression

> *The people born in the late '50s and early '60s don't think about the past . . . We are free, we are alive, we don't know where we're going but we're full of excitement.*
>
> —Spanish filmmaker Pedro Almodovar

The excitement is real. After nearly 50 years of suppression, the arts are finally coming back to life in Spain. Nourished by the social and political expansiveness of the post-Franco era, the nation that produced Cervantes and Garcia Lorca and Velázquez and Goya has spawned a new generation of world-class painters, designers, architects and filmmakers. The result is a cultural renaissance the likes of which Spain hasn't seen since Picasso and Buñuel decamped to Paris in the early part of the century.

The huge West German and Japanese manufacturers who once looked to Milan for Industrial and graphic design are now flocking to the ateliers of Barcelona for guidance and inspiration. Madrid is becoming a fashion center as Spanish clothes rapidly gain a foothold in chic international markets. And at a time when most modern European architecture is characterized by either *outré* extravagance or hideous mediocrity, Spanish architects are providing their neighbors with a stunning lesson in how to renovate urban centers without destroying a city's soul. "A profound cultural change has taken place," says former Culture Minister Javier Solana. "Compared with the cultural climate elsewhere, Spain is now the youngest, liveliest and most active country in Europe."

Rock singer Alaska: As popular as the Beatles

What is particularly exciting about Spain's cultural renaissance is the extent to which it has caught up ordinary people. In contrast to neighboring France, where a small artistic and intellectual elite seems totally divorced from a largely indifferent society, the doings of Spanish artists and intellectuals seem to be an integral part of the nation's daily life. This is reflected in the popularity of avant-garde television programs, in the way Spanish audiences flock to concerts, art exhibitions and avant-garde films, and above all in the phenomenon known as "La Movida" ("The Happening").

Personal Lives: The protagonists of La Movida are fashion designers, film directors, rock musicians, photographers, painters and poets, many of whom identify with the so-called "new expressionist" or "post-modernist" movements. They are the country's artistic in crowd—highly visible taste makers whose pictures, programs and poses amount to a kind of cultural manifesto for post-Franco Spain. Their primary medium is the magazine—specifically, irreverent arts weeklies like La Luna de Madrid (Moon of Made Madrid (Moon of Madrid), Madrid Me Mata (Madrid Slays Me) and Barcelona's Primera Linea (First Line), as well as top-rated television shows like "La Edad de Oro" ("The Golden Age") in which Movida artists display their work and discuss their personal lives with unabashed frankness and humor.

Somewhat surprisingly, one of the hottest of the new magazines is El Croquis (The Rough Sketch), a high-priced architecture quarterly that holds the distinction of being the only periodical of its kind in Spain not subsidized by building interests. Just three years old, El Croquis has already spawned two offspring, Croquis Internacional and De Diseño (On Design). Its success reflects the lively state of Spanish architecture and design. Though high taxes and lingering recession have reduced privately financed building, Spain is one of the few countries in the world where state-subsidized construction is not synonymous with ugliness. "We must have some of the most dignified, seriously elegant suburbs of any urban environment in Europe," says Madrid architect Antonio Velez.

In part, Spain's interest in good architecture represents a reaction to the architecturally disastrous development boom that occurred at the end of the Franco era — a boom that drenched the Costa Brava in concrete and led to the wholesale destruction of historic buildings in Madrid and other cities. The idea these days is that new urban housing should reflect not only the esthetic preferences of skilled architects but the human needs of the people for whom it's being built. The results stand in sharp—and welcome—contrast to the anonymous dormitory towns of France, Italy, and West Germany. In one newly built government housing project in Madrid, for example, future occupants were consulted on what sort of light, room size, and apartment layouts they preferred. And in nearly all cases, slum dwellings are remodeled and restored *in situ*, rather than being razed and replaced with soulless high-rises. "The emphasis on the preservation of anything of value has become almost obsessive," says Velez. "There's a reluctance to pull anything down, even if it's structurally unsound."

Boom: Appropriately enough, some of Spain's most exciting architecture is now being practiced in Barcelona, a world leader in architectural excellence in the 1920s and '30s as well as the home of celebrated experimental architect Antonio Gaudi. Spurred in part by the city's ambition to host the 1992 Olympic Games, a huge building boom is under way. Already, a massive renovation scheme is leading to the construction of vast new-town suburbs, and plans are being laid for an Olympic village that Mayor Pasquale Maragall promises "will be a thing of beauty."

Barcelona is also on its way to becoming the design capital of Europe. "The poles of attraction of design are now New York, Milan and Barcelona," says Ramón Benedito, an industrial designer and teacher at Barcelona's main design school. "The possibilities here are limitless." The 38-year-old Benedito, who specializes in electronic design (and numbers Sony among his clients), is one of a group of designers (all of them under 40) who in the last few years have transformed Barcelona's streets, shops, restaurants and discos with a distinctly striking flair—in the process turning their city into one of the most visually exciting in Europe. Typical of their work is a disco called KGB (for Kartier General de Barcelona, or Barcelona General Headquarters). Built on the site of a former garage, KGB is a white, barn-like structure featuring huge expressionist paintings, multilevel metal platforms, arena seats and a U-shaped, neon-lit bar.

DEREK IVE

ROBERT ROYAL

Designers Sybila (left), del Pozo: Making a mark internationally

Increasingly, the beautiful people who frequent places like KGB are wearing clothes that bear a "Made in Spain" label. "Until very recently that label didn't mean very much," says fashion designer and clothing manufacturer Adolfo Dominguez. "It could even be prejudicial." No longer. With his free-flowing suits available through 350 outlets in Spain and another 150 in the United States, Japan, Hong Kong and Western Europe, the 35-year-old Dominguez may well be the fastest-growing designer-cum-manufacturer in the world. "I'm typical of the '60s generation," he says, "and my clothes are part of the new times."

Along with Dominguez, Spanish clothing designers like Manual Piña (considered by some to be the "new Balenciaga"), Jesús del Pozo, Antonio Miró and 21-year-old Sybila (who, according to Madrid boutique owner Silvia Saenger Alexandrowitch, "could with time become the greatest designer Spain has ever known") are beginning to make their mark internationally. "The (Spanish) fashion revolution really started in Madrid five years ago," says Miró, who works above his shop in Barcelona and attracts a clientele from as far away as London, New York and San Francisco. "In the past, only the very rich could afford elegance, and they mostly bought their clothes abroad. Now everyone wants to look good."

Predictably, the superstars of Spain's cultural renaissance are rock singers like Alaska (whose group is as popular in Spain today as the Beatles were in Britain 20 years ago) and film directors like Pedro Almodovar. Almodovar, in fact, may well epitomize what Spain's new cultural world is all about. A self-taught former telephone-company clerk, Almodovar began his movie career a decade ago making droll, deadpan shorts in the style of Andy Warhol and Paul Morrisey. His latest film—a surrealistic black comedy of Madrid working-class life entitled "What Have I Done to Deserve This?"—is currently playing to packed houses all over Spain and recently opened to critical acclaim in New York. The picture's success at home and abroad has drawn the inevitable invitations from American producers, but Almodovar insists he's not interested in working anywhere but Madrid. "It's the most stimulating town in the world," he says. "Five years ago it would have been my dream (to go to Hollywood) but now I feel it's more important to make films here."

Pastiche. The explosion in the visual arts is probably most evident in painting. "We have perhaps too many good painters," says former Culture Minister Solana. Some, like Miguel Barcelo and Miguel Angel Campano, are figurative "post-modernists." Others, like Guillermo Pérez Villalta, Carlos Alcolea and Ferrán García Sevilla, are new expressionists whose work combines the graphic humor of a Miró with the crude techniques of the comic strip. Many of Spain's young painters look to the United States for inspiration—Frank Stella is a particular favorite—but almost all of them make use of Spain's rich artistic heritage, whether in the use of Miró-like symbols or in deliberately pastiche evocations of Velázquez, Goya and El Greco. In any case, all enjoy healthy public followings. "People are really collecting as never before," says La Luna writer Carlos García-Calvo. "Pérez Villalta and Alcolea sell everything they paint."

So far, at least, the rebirth of the arts has conspicuously bypassed literature and theater. Though Spanish reading tastes are of a high standard, contemporary Spanish writers—even those of top rank—cannot compete with such Latin American counterparts as Jorge Luis Borges and Gabriel García Márquez. "The Franco legacy still has an impact in literature," suggests former publishing executive turned agent Anne-Marie Comert. "Many writers are still chasing old bogeys—the Catholic Church, fascism—and the results have been disappointing."

Doldrums: Similarly, the Spanish theater, which once produced such giants as García Lorca and Lope de Vega, remains wallowing in the doldrums. "The authorities under Franco were more afraid of the theater than of any other art form," says Alberto Boadella, a 42-year-old Catalan actor-manager whose Company of Jugglers is one of the few avant-garde theaters in Spain producing exciting work. Boadella's seven-man, three-woman troupe lives and rehearses in a mountain village 100 kilometers north of Barcelona. Though the group's sharply satirical works have drawn accusations of "libel, blasphemy and profanation"—and church leaders periodically try to get its more controversial plays banned—the Company of Jugglers continues to draw a small subsidy from the local government. "(Would-be censors) ring the governor," Boadella reports, "and he tells them to read the new Constitution, which guarantees freedom of speech."

That sort of support may well be the key to the Spanish cultural renaissance. What has made the artistic explosion of the last few years possible isn't so much the talent of individual artists as the attitude of tolerance that pervades the new Spain. Feliciano Fidalgo, a veteran Spanish journalist who returned home a few months ago after 20 years abroad, recently conducted a survey on Spanish attitudes. What he found was a surprising acceptance, not simply of La Movida and other unorthodox cultural activities, but of permissiveness and dissent of all kinds. "Out of 200 people I talked to," he says, "only one was for a return to the old days." In the last resort, this may be the surest sign that Spanish culture will continue to thrive.

DANZAS S.A.E. TRANSPORTES INTERNACIONALES

Who to contact? Why not save time/money?
What advantages?

HEAD OFFICE

08003 BARCELONA
Via Layetana, 57
Tels. 301 10 32-301 50 16
Telex 54692

28016 MADRID
Concha Espina, 65
Tel. 457 52 50
Telex 27464

MADRID
Avda. de Fuentemar, 37
Tels. 673 40 14
Telex 43773

48900 BILBAO
Alameda de Mazarredo, 39
Tels. 423 23 60 - 23 18 90
Telex 32508

03003 ALICANTE
Orense 9, Entreplanta
Tels. 12 16 56 - 12 18 56
Telex 66233

46011 VALENCIA
Dr. J. J. Domine 15
Tels. 367 64 00-367 64 04
Telex 61452

Regular Consolidated Service (LCL)
Full Container Service • Door-to-Door • Projects
Air Consolidation Express

For more information, contact our representative in New York
DANZAS COMMERCIAL DELEGATION, INC.
17 Battery Place N. New York City • Telephone (212) 943-0230

By JOSE LUIS SAN PIO

Foreign Investments in Spain

The regulations have been substantially revised.

ROYAL DECREE 1042/1985 of May 29, 1985, published in the Official State Gazette on July 2, 1985, introduced the most substantial revision since 1974 of the regulations governing foreign investments in Spain.

As a result, a restatement of the subject matter is in order.

Foreign investments are those made in Spain by private individuals or legal entities wherever they reside, by Spaniards residing abroad, or in certain cases by Spanish companies with foreign participation in their capital.

Foreign investments may be carried out:

1. Through foreign contributions made by the following means:

(a) peseta equivalent of convertible currency admitted to quotation on the Spanish market;

(b) pesetas deriving from the balances of foreign accounts in convertible pesetas.

2. By the direct contribution to a company of capital equipment of foreign origin.

3. By the direct contribution to a company of foreign technical assistance, patents and manufacturing licenses.

4. By the contribution of any other means, subject to prior governmental authorization.

Foreign investments can be classified as follows:

1. Free from any prior formalities;
2. Subject to verification;
3. Special cases.

1. Free from any prior formalities: In accordance with Royal Decree 1042/85, foreign investment that as of July 3, 1985 did not require prior authorization or administrative verification will continue to be free from any prior formality. Like any foreign investment in Spain, it must be recorded at the Foreign Investments Registry to enjoy the repatriation rights granted by the regulations.

2. Subject to administrative verification. This is the category that has been the focus of the reform.

Foreign investments, other than those referred to in the previous paragraph and in the paragraph that follows, can be carried out by means of foreign contributions, with the only obligation on the part of the investor that of filing a report with the General Directorate of Foreign Transactions and waiting a short period of time.

The Spanish Administration can do one of the following:

(a) Communicate expressly in writing to the prospective investor that his project is in compliance with Royal Decree 1042/85 and that he can proceed.

(b) Advise the prospective investor that defects have been found in the documentation filed which require an amendment, or request from him additional information. The Administration has only 30 business days to act as contemplated in this paragraph. If the 30-day period is exceeded, the investment can be carried out. It should be noted that when an advice of a defect or request for additional information is made by the Administration the 30-day period re-starts.

(c) The Administration can only reject the proposed investment when, due to its size, nature or financial characteristics, it may cause damaging consequences to the national economic objectives.

3. Restricted foreign investments. The liberalization rules established by Royal Decree 1042/85 are not applicable to investments in activities related to national defense, or in companies providing public services, or in sectors regulated by special legislation.

Subject to other classification which may be made by the Spanish Administration, we consider that those special sectors in which foreign investment is limited to 49% equity or less are the following:

(a) Firms or companies possessing or operating studios, laboratories or, in general, establishments for the production of films in Spain, as well as those engaged in productions of this type, or in "dubbing" or other similar activities;

(b) Companies operating local broadcasting stations.

(c) Companies publishing newspapers or magazines.

(d) News agencies.

(e) Publishing companies.

(f) Mining companies.

(g) Companies engaged in the exploration and exploitation of hydrocarbons.

(h) Banks.

(i) Insurance companies.

(j) Companies engaged in oil refining.

(k) Air transport companies.

(l) Shipping companies.

(m) Concessions for the use of public waters, granted to foreigners or foreign companies.

(n) Companies contracting work, services and supplies with the State or autonomous agencies.

(o) Gambling.

It should also be noted that certain sectors which were mentioned in Royal Decree 623/81 of March 27, 1981, now abrogated, such as computers, electronic products, and downstream chemical industries, are no longer subject to special rules. Foreign investments in those sectors can be made as described in paragraphs 1 or 2 above.

4. Investments subject to special authorization. Foreign governments, their agencies having foreign sovereignty, and foreign state-owned companies and entities will require special authorization, as regulated by the third additional provision of Royal Decree 3021/74 of October 31, 1974 ☐

JOSE LUIS SAN PIO is in charge of the New York office of J. & A. Garrigues and has been a member of the Bar of Madrid since 1961. He is President of the New York Foreign Lawyers Association and a member of the boards of various professional and cultural organizations. He has served as a Directer and as Corporation Secretary of the Chamber.

SPECIAL REPORT!

S.R.C. Findings Reveal New Business Opportunities

Strategy Research Corporation

New York Hispanic Market Product Usage Study

1985

Category: **GAMES & TOYS**

Commissioned by:

WXTV 41 NEW YORK

Categories:

After Shave
Airlines
Appliances
Auto Repair
Automobiles
Baked Goods
Beer
Breakfast Cereal
Cameras
Credit Cards
Department Stores
Eye Make-Up
Fast Food
Gasoline
Hair Conditioner
Liquor
Malt Liquor
Shampoo
Soft Drinks
Stereos
Televisions
Toys & Games
Travel
Wine

750 Hispanic Personal Interviews
750 Non-Hispanic Personal Interviews
* Demographics * Market Share * Brands *

To schedule a presentation of the categories important to your bottom line contact; Wayne Casa, General Sales Manager (201) 348-2863 or Frank Ilchisin, Marketing Manager (201) 348-2862.

WXTV 41 NEW YORK

Twinbridge Plaza, 24 Meadowland Parkway Secaucus, New Jersey 07094 (201) 348-4141

Represented nationally by:

SIN

New York: 460 West 42nd Street, N.Y. 10036 (212) 502-1300 — Chicago: 230 N. Michigan Ave., IL 60601 (312) 782-1129
Los Angeles: 5358 Melrose Ave., CA 90038 (213) 463-2152 — Miami: 2600 SW Third Ave., FL 33129 (305) 285-6000
Dallas: 5501 LBJ Freeway, TX 75240 (214) 980-7636 — Detroit: 30700 Telegraph Road, Birmingham, MI 48010 (313) 540-5705
San Francisco: 244 California St., CA 94111 (415) 392-2006 — DC: 444 N. Capitol St., NW, Washington DC 20001 (202) 783-9292

By JAIME CARUANA

La imagen de España en los Estados Unidos

The image of Spain in the United States is very weak, Mr. Caruana believes, but generally positive, and it is necessary to increase the U.S. consumer's knowledge of Spain, its products and their quality.

RECIENTEMENTE, el INFE (Instituto Nacional de Fomento de la Exportación), a través de la Oficina Comercial en Nueva York, ha encargado la realización de un estudio con el objetivo de determinar, desde un punto de vista comercial, la imagen de España en los Estados Unidos. Se pretende en estas lineas resumir algunas de las conclusiones más importantes.

Imagen de España como país.

- *La imagen de España es muy debil.* Frente a una pregunta como "Cuando piensa en Europa, ¿Que paises le vienen primero a la memoria?", solamente un 45% de las respuestas incluia a España entre los 5 primeros paises—frente a 77% para Francia, 69% Alemania, 63% Gran Bretana, y 55% Italia.

Profundizando entre aquellos que habian mencionado España, quedaba patente que su conocimiento era superficial y ligado principalmente al turismo y los toros. La imagen de Francia y de Italia es sensiblemente más fuerte que la española.

- *El consumidor americano tiene muy poco contacto con España y su cultura.*

El estudio muestra que las principales fuentes de contacto entre los americanos y un pais son:

—Los restaurantes.
—Los medios de comunicación.
—La compra de un producto de un pais.
—Amigos y vecinos.
—Turismo.
—Lenguaje.

De estos factores, el estudio muestra que solo uno de ellos, el último, favorece a España, e incluso en este caso, se refiere unicamente a la población de origen hispano.

Claramente se pone de manifiesto que estos factores, especialmente los tres primeros, han jugado un gran papel a la hora de configurar la imagen de Italia y Francia.

- *Aunque debil, la imagen es en general positiva.* El único aspecto mencionado como negativo son los toros que se asocian con "sangriento", "violencia", etc.

Imagen de los productos españoles.

- *Ningun producto esta fuertemente asociado con España.* Un 30% de los encuestados no pudo citar ningun producto cuando se les pidio que mencionasen un producto español. Solo un 4% no pudo citar ningun producto frances. Los dos productos que más se asocian con España (aunque la asociación es debil) son vino y manufacturas de cuero.

- *La imagen general es positiva.* Se perciben como:

—Tradicionales, de artesania.
—No se consideran modernos, innovadores o con alta tecnologia.
—A diferencia de productos similares procedentes de Italia o Francia, no tienen imagen de sofisticados o elegantes.
—Se consideran productos baratos.

- *La visita a España no modifica sustancialmente esta imagen.*

JAIME CARUANA es Tecnico Comercial del Estado y esta destinado como Agregado Comercial en la Oficina Comercial de España en Nueva York.

JAIME CARUANA is a "Commercial Technician of the State," assigned as a Commercial Attache with the Commercial Office of Spain in New York.

Conclusiones y recomendaciones finales:

- España y sus productos tienen una debil imagen en el consumidor americano. No obstante, tampoco hay una fuerte imagen negativa que haya que vencer.

- Para tener éxito en el mercado americano es necesario aumentar el conocimiento de España y de los productos españoles.

- Junto con el aumento del conocimiento sobre España, también es necesario cambiar algunos aspectos de su imagen.

Imagen actual	Imagen deseada
Toros	Abandono de esta imagen
Rural	Urbana
Tradicional con viejos metodos	Tradición pero también moderna, actual
Calidad aceptable	Gran calidad, elegancia, diseño
Barato	Buena relación calidad/precio
No claramente europea	Europea

- La imagen es un factor importante, per no el único; la experiencia directa del consumidor y distribuidor americano con productos españoles es decisiva.

- A la hora de planear una comunicación efectiva de la imagen deseada, el estudio advierte la necesidad de no caer en mensajes demasiado generales que no interesen al consumidor a los que van dirigidos. Los mensajes cuanto más ligados esten a productos especificos más claramente llegaran al consumidor.

By JUAN GASPART SOLVES

Spain: The Ideal Locale for the European Disneyland

Spain has the infrastructure, the weather and the warm hospitality.

WITH that discretion which is the rule of the business meetings at which important financial decisions are made, the executives of Walt Disney Productions have been to Spain to study the possibility of installing their European Disney World, their dream factory, on Spanish territory, and more particularly in certain zones of the Mediterranean coast.

Without further qualification than my expert knowledge of the world of Spanish tourism as vice president of one of the most important hotel chains in the country, the HUSA group, I must congratulate the promoters of the project for what, in my humble opinion, could be the best of decisions.

Everyone knows of the cordiality with which visitors to Spain are welcomed. Thirty and a half million tourists have come in the first eight months of this year, and the fact that we have been able to attract and accommodate them demonstrates clearly that the Spanish tourist infrastructure has been rapidly modernized and is constantly updated.

The efficient adaptation of this infrastructure to the growing needs of the tourist trade in order to respond to the natural requirements of our visitors for comfort and quality, which has been especially outstanding in the Mediterranean zone from Alicante to Catalonia, has led to its consideration by the Walt Disney executives as the ideal location for this grand project.

This zone is very well served by facilities of all kinds—roads, motorways, railroads, airports, and seaports.

The area is also one of those most visited by tourists from outside Spain, as well as by Spaniards themselves when on holiday. A large percentage of these visitors are people with a medium to high standard of living and education, and there are a number of important "jet setters" among them. These are people seeking not only the sun and good beaches granted by nature but also the magnificent and luxurious hotel accommodations or top quality campsites, the picturesque and beautiful towns and historic monuments, the wonderful countryside in the interior, and the extraordinary luminosity of the air which has attracted artists and photographers from all over the world.

Spain's extraordinary artistic wealth should be a major consideration, from the Prado in Madrid, one of the most important museums in the world, to the Picasso in Barcelona—which must be visited to get to know that artistic genius—or the Museum of Romanic Art, also in Barcelona, to interesting collections in every major city. Spain's monasteries, cathedrals, and innumerable other ancient buildings constitute a most singular testimony to all the phases of Romanic and Gothic architecture, and themselves hold many great works of art—key pieces in universal history and culture.

As if this were not enough, Spain enjoys a unique gastronomy and a wide range of wines of, in many cases, surprisingly excellent quality. It should not be forgotten that a large number of restaurants in the Mediterranean zone, where the Disney project might possibly be installed, find an outstanding place in the most demanding gourmet guides.

All these factors contribute to making the visitors' stay more pleasant. They find the kind welcome, generosity and happiness so characteristic of the Mediterranean people and this area which came under the influence of all the peoples who, throughout history, have made the Mediterranean the cradle of Western civilization.

The success of the three great amusement parks in the world (Los Angeles, Orlando and Tokyo) would perfectly well be repeated in Spain. Everything is in favor, including the possibility that Disney might consider installing a high technology complex to coincide with the commemorative activities of the fifth centenary of the discovery of the Americas.

Such a technological contribution would undoubtedly influence the tourist infrastructure of the country. It could also mean that the possible number of visitors to the amusement park, now forecast at five to seven millions annually, could increase considerably.

In my mind, there is little doubt as to the decision which would result in the creation of this Walt Disney fantasy world in Spain. Everything, including the assured stable weather conditions essential to installations of this kind, are in favor of the profitability of the investment necessary to carry out the project. And the people of Spain, should they become the hosts of the European Disneyland, will take on the new challenge with courtesy, professionalism, and the determination to do their part of the job well.

JUAN GASPART SOLVES is Executive Vice President of HUSA—Hoteles Unidos S.A., a hotel and catering chain established in 1930 by José Gaspart Bulbuena. The group presently consists of a total of 82 hotels, 5 restaurants and 3 discotheques, and it also caters daily for hospitals, schools, industrial enterprises, etc. Its estimated annual sales are 14.000 million pesetas (about $85 million).

BC

BANCO CENTRAL

su banco amigo

NEW YORK BRANCH
245 Park Avenue
New York, N.Y. 10167
Tel. (212) 557-8100

BANCO CENTRAL OF NEW YORK
Full banking services
Main Office
50 Broadway
New York, N.Y. 10004
Tel. (212) 785-0700
and five other locations in the city

CALIFORNIA AGENCY
505 Sansome Street
San Francisco, California 94111

MIAMI AGENCY
800 Brickwell Avenue
Miami, Florida 33131

FULLY OWNED SUBSIDIARY IN PUERTO RICO
Banco Central Corp.
Main Office: Ave. Ponce de Leon 221
Hato Rey, Puerto Rico 00917
Tel. (809) 753-2500
(Twenty-two Branches on the Island)

HEAD OFFICE
Alcala 49 • Madrid, Spain

Prepared by J. & A. GARRIGUES, New York Office

Current Legislation in Spain

A SUMMARY OF LEGISLATION PUBLISHED BETWEEN JULY 19th AND SEPTEMBER 30th, 1985

Note: "Official State Gazette" is abbreviated "OSG" in this summary

GENERAL

1. Office of the Head of State. Organic Law 10/85 of Aug. 2, 1985 on the Authorization for the Accession of Spain to the European Economic Community. (OSG Aug. 8, 1985).

By means of this Organic Law and in accordance with article 93 of the Spanish Constitution, Spain consents to its accession to the European Economic Community, the European Coal and Steel Community, and the European Atomic Energy Community.

This accession will have consequences which will deeply affect Spanish legislation. The three principles on which the EEC is based—that is, the free circulation of goods, persons and services, and capital—will fully apply in Spain after a transitory term of 10 years.

In due time, customs duties among the EEC countries and Spain will disappear and a common external tariff will apply in commerce with third countries. There will be freedom in the circulation of workers as well as a right of free establishment and the rendering of services, and there will be a progressive elimination of all restrictions on free circulation of capitals. Value Added Tax will apply starting January 1, 1986.

Rules governing competition, undertakings, and dumping will become more severe, and aids granted by the State to entities or individuals will have to be examined case by case so as not to interfere in fair competition.

Because of the so-called supremacy of the Community Law over internal legislation, Spanish judges will have to ignore those Spanish provisions which directly conflict with the Community laws. Individuals and entities may request the application of rights and benefits foreseen under Community law.

Above all the advantages and inconveniences that the accession of Spain into the European Economic Community may represent with regard to each particular industrial sector, this accession will mean the merger of Spain into Europe, bringing excellent benefits for its international projection and for the future of a united Europe.

LABOR

1. Ministry of Labor and Social Security. Royal Decree 1194/85 of July 17, 1985 regulating the norms on the anticipation of retirement age, as a measure for the promotion of employment. (OSG July 20, 1985).

The minimum age of 65 required by the Social Security System at which a worker is entitled to a retirement pension is reduced to 64 years when other workers are substituted under the conditions set forth in this Royal Decree.

2. Office of the Head of State. Organic Law 11/85 of Aug. 2, 1985 on Trade Union Freedom. (OSG Aug. 8, 1985).

3. Ministry of Labor and Social Security. Royal Decree 1382/85 of Aug. 1, 1985 regulating the labor relations of special nature for senior executive personnel. (OSG Aug. 12, 1985).

These contracts are regulated separately from the Workers Statute, as they are based on trust between both parties. Senior executives are defined as those workers executing with full responsibility powers on behalf of the Company related to its general goals and limited only by the direct instructions of the superior body of the Company.

This Royal Decree establishes the form and contents of these contracts as well as a trial period in any case not to exceed 9 months. Notice must be given three months in advance in case of termination.

4. Ministry of Labor and Social Security. Royal Decree 1428/85 of Aug. 1, 1985 regulating the labor relations of a special nature of persons participating in mercantile operations on the account of one or more employers without assuming risk. (OSG Aug. 15, 1985).

FISCAL

1. Office of the Head of State. Law 30/85 of Aug. 2, 1985 on the Value Added Tax. (OSG Aug. 9, 1985).

This tax will be effective as of January 1, 1985 and will mean the elimination of the Turnover Tax, Luxury Tax and Countervailing Tax.

The VAT is levied on the delivery of goods and the furnishing of services by employers and professionals as well as the importation of goods.

The Law contemplates three different rates: a general rate of 12%, a reduced rate of 6% for essential products, and a maximum rate of 33% on luxurious products and cars.

Spain has obtained an exemption for the application of this tax in the case of individuals or entities with a maximum annual invoice of up to the countervalue of 10,000 ECU (1.2 million pesetas).

Regarding investments, the VAT represents unquestionable advantages in the use of the various inputs. That it has been a very important incentive for investment is shown by its rapid expansion to 30 countries with very different socio-economic factors. For exports, the VAT also has important advantages due to the elimination of countervailing taxes and the tax refund regarding input.

Nevertheless, because of the complexity of the application of this tax, some administrative difficulties, mainly concerning its control and management, may be envisaged.

2. **Ministry of Economy and Finance.** Royal Decree 1963/85 of June 5, 1985 amending the limits of the operations for 1985 under Regime of Singular Objective Estimation. (OSG Aug. 27, 1985).

FOREIGN INVESTMENTS

1. **Ministry of Economy and Finance.** Order of July 19, 1985 developing Royal Decree 1042/85 of May 29, 1985 by which the regime of authorization of foreign investment in Spain is liberalized. *See article on page 15.* (OSG July 25, 1985).

2. **Ministry of Economy and Finance.** Resolution of July 19, 1985 of the General Directorate of Foreign Transactions on the documentation to be presented for the verification of investments liberalized under Royal Decree 1042/85 of May 29, 1985. (OSG July 25, 1985).

3. **Ministry of Economy and Finance.** Resolution of Sept. 4, 1985 of the General Directorate of Foreign Transactions, amending Order of Jan. 25, 1975 which regulates the declaration procedure on foreign investments. (OSG Sept. 30, 1985).

CIVIL

1. **Office of the Head of State.** Law 19/85 of July 16,1985 on Bills of Exchange and Checks. (OSG July 19, 1985).

This law intends the harmonizing of Spanish legislation with the legislation of the European Economic Community. Its innovations are, among others, the simplification of the formal requirements, the facilitating of the circulation of these documents, and regulations governing the legal consequences of the blank spaces, the subscription of these documents by unauthorized agents, confirmed and certified checks, etc.

Notwithstanding, this law recognizes its temporary character and establishes the possibility of the elaboration of a complementary legal text to be introduced at an appropriate time.

2. **Ministry of Economy and Finance.** Royal Decree 1346/85 of July 17, 1985 regulating Law 46/84 of December 26, 1984 on the Institution of Joint Investment. (OSG Aug. 3, 1985).

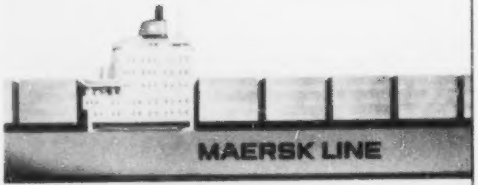
3. **Ministry of Economy and Finance.** Royal Decree 1348/85 of Aug. 1, 1985 approving the Regulations on Private Insurance. (OSG Aug. 3, 1985).

ADMINISTRATIVE

1. **Office of the Head of State.** Law 29/85 of Aug. 2, 1985 on Water Resources. (OSG Aug. 8, 1985).

Does your shipping line speak your language?

Fixed departures get your cargo to its destination on time. Our superior services insure that your shipments arrive smoothly and safely. No matter how complicated, no matter how urgent, you can always depend on Maersk Line to deliver.



Service all the way. Maersk Line.

MAERSK LINE

Moller Steamship Company, Inc., One World Trade Center, Suite 3527, New York, NY 10048 (212) 432-8200

By LUISA PUJOL

Fairs and Exhibitions

Exhibitions in VALENCIA during 1986 and 1987

DATE	FAIR OR EXHIBITION
Jan. 14-18	17th International Fair of Home Textiles and Decoration
Feb. 6-11	25th International Toy Fair
Feb. 7-11	14th International Stationery Fair
Feb. 13-16	20th International Fair of Children's and Young People's Fashions
Feb. 21-25	22nd International Fair of Ceramics, Glass and Decorative Articles
Mar. 12-16	4th Fair of Ceramics, Glass and Facings for the Building Industry, Sanitary Products, Raw Materials and Machinery for the Ceramics and Glass Industry
Apr. 11-16	21st International Fair of Jewelry, Lamps and Metal Arts
Apr. 19-23	5th International Show of Musical Instruments and Accessories
May 6-11	64th Valencia International Trade Fair
May 17-20	4th Fair of Perfumery, Cosmetics and Hairdressing
May 17-20	4th Drugstore Fair
May 22-25	International Congress and Exhibition of Pharmaceutical Specialties
Sept. 11-14	20th International Fair of Children's and Young People's Fashions
Sept. 23-28	23rd International Furniture Fair
Oct. 11-19	3rd International Show of Mediterranean Art
Oct. 11-19	3rd International Antiquarian Show
Oct. 16-26	15th International Fair of Horticulture Equipment Sundries and Machinery
Oct. 17-21	3rd International Fair of Agricultural Production, Transformation and Marketing
Oct. 29-Nov. 2	22nd International Fair of Woodworking Machinery and Related Products for the Furniture Industry
Nov. 25-28	3rd International Exhibition of Fair and Playground Equipment, Gambling Machines and Accessories
Dec. 26-Jan. 4	Sixth Youth Fair
Feb. 26-Mar. 2 '87	7th International Meat Industries Fair
Feb. 26-Mar. 2 '87	7th International Fair of Bakery, Pastry, Ice Cream and Related Industries

Fairs and Exhibitions in BARCELONA, 1986

DATE	FAIR OR EXHIBITION
Jan. 17-20	PIELESPANA—Trade Fashion Show of Suede, Nappa and Dressed Furs
Feb. 1-9	XXIV International Boat Show and Caravanning Sector
Jan. 27-30	GAUDI-HOMBRE—Ready-made Men's Wear (Autumn-Winter 86-87)
Mar. 1-5	GAUDI-MUJER—Ready-made Women's Wear (Autumn/Winter 86-87)
Mar. 8-13	ALIMENTARIA 86—Food Trade Show
March	MOSTRA-HILADOS—Knitting Yarn Show (Spring/Summer)
April 5-8	SPORT—Sports Trade Show
April 9-12	MOSTRA-TEJIDOS—Fabric Show Spring/Summer
April 9-15	MUESTRA DE MAQUINARIA PARA LA CONFECCION—Garment-making machinery
April 9-12	ROADTUR 86: Salon Internacional de Turismo—International Tourism Trade Show
April [illegible]	COSMO 86—International Aerospace and Defense Show
April 24-26	BADA—Recreation Industry and Games Supplies
Apr. 26-May 1	EXPOMOVIL 86—Automotive Equipment and Accessories
May 10-18	X SALON DE ANTICUARIOS—Barcelona Antique Show
May 13-17	EXPOTRONICA 86—Professional Electronics Equipment and Accessories
May 13-17	INFORMAR 86—Telecommunications
June 7-11	Graphic Design
June 2-15	International Trade Show
September	GAUDI-HOMBRE—Men's Fashions (Spring/Summer)
Sept. 16-21	SONIMAG 86—International Audio-Visual and Electronics
Sept. 16-21	EXPOHOGAR 86—Home Textiles and Accessories
Sept. 23-28	LIBER 86—International Book and Publication Show
September	GAUDI-MUJER—Women's Wear Fashions (Spring/Summer)
Oct. 4-7	SPORT — Sports & Camping Show
Oct. 15-19	BARNAJOYA 86—Jewelry Show
October	Yarn Show (Autumn/Winter)
October	Fabric Show (Autumn/Winter)
Nov. 14-16	EXPOMINER 86—Minerals and Fossils
Dec. [illegible]-Jan. [illegible]	XXV Children's Fashion Show

in Spain and the U.S.

Fairs & Exhibitions in MALAGA, 1986

For information on the following fairs, please contact
EDICONSA—Departamento de Ferias y Exposiciones
c/Madre de Dios, 33-2°, 29012 Malaga, Spain
Tel: 224-100102/03/09 and 218899

DATE	FAIR OR EXHIBITION
Mar. 5-9	CERVISOL '86—Exhibition of Ceramics, Glass and Decorative Items
Apr. 9-13	DECORHOGAR and EXPOAMBIENTE '86—Home Furnishings Exhibition
Apr. 23-27	NAUTICA Y DEPORTES BENALMADENA '86 Exhibition of Sports and Nautical Equipment
May 1-4	EXPOELECTRONICA '86—Exhibition of Professional Electronic Equipment
June 18-22	BRIFESOL '86—Hardware and Do-it-yourself Exhibition
Date to be decided	Exhibition of Real Estate Promotions

Notes on Other Fairs in Spain, 1986

PIELSUR-86 will be held January 10-15, 1986 in Torremolinos (Málaga), in the Palacio Nacional de Congresos y Exposiciones. For additional information contact: Pielsur-86; Camino de Rojas, s/n; Villa Henrika; E-Churriana (Málaga); attention: Mr. Joaquin Pérez Pérez; telephone (952) 43 52 42.

SICUR '86. This international show on security matters will be held in Madrid from February 11th to 15th.

VIGO '85. The 1985 edition (Sept. 24-29) was described by the organizers as the largest fishing show ever mounted in the western world. With 6,000 square meters of covered exhibit space, it showed the products of over 350 companies from 28 countries.

Ferias y salones comerciales internacionales en Nueva York

OCTUBRE 1985

14-17	INFO '85 — Coliseum
20-23	National Kids Fashion Show — New York
24-27	Antique Show — Pier 88
31-2 Nov.	Int'l Fine Art Photo Expo—Roosevelt

NOVIEMBRE 1985

2-4	Children's Expo International — Coliseum
9-10	Int'l Film & TV Festival of NY — Sheraton
10-13	Int'l Hotel/Motel & Restaurant Show—Coliseum
10-15	Lighting Accessories Center Show—230 5th Ave
14-19	Bath, Bed & Linen — Roosevelt
15-17	Japan Camera Show — Sheraton Centre
22-24	Photo Expo '85 — Coliseum
23-28	Int'l Sports Summit — Vista International
30-Dic. 2	NY Int'l Numismatic Convention

DICIEMBRE 1985

9-12	Int'l Chemical Exhibition

SEPTIEMBRE 1986

3-5	Salón de Hilados (Knitting Yarn Fair)

OCTUBRE 1986

6-10	Exhibición Internacional para la Industria de la Bebida (Int'l Beverage Industry Exhibition)
14-17	Salón de Artes Gráficas (Graphic Arts Exhibition)

New York Prêt — Coliseum

Del 20 al 22 de septiembre tuvo lugar la New York Prêt en el recinto ferial del Coliseum. Más de 44 países y 1300 diseñadores y fabricantes exhibieron sus últimas creaciones a los compradores. Estas cifras permiten formar una primera idea de la gran importancia adquirida por el salón, con tal solo dos ediciones celebradas.

El objetivo del New York Prêt, que no es otro que el contribuir al relanzamiento económico del sector de moda, y como consecuencia de esto potenciar la presencia de los diseñadores extranjeros en el mercado americano es un hecho constatado que se logra en buena medida.

Uno de los factores que determinan la importancia comercial de un certamen lo constituye, sin duda, las novedades que se presentan en su marco.

Es la primera vez a la que han asistido españoles en grupo. Siete firmas españolas de moda forman parte del pabellón y otros cuatro firmas exhibieron independientemente.

Knitting Yarn Fair

Del 8 a 10 de septiembre de 1986 se celebrará en Nueva York el Knitting Yarn Fair en conjunción con el Trimmings, Accessories & Fabrics Expo. Esta incorporación de las dos ferias facilitará a los expositores tener un mayor acceso al público y al mismo tiempo visitar los productos de los expositores de las dos ferias.

Con la entrada de España en el mercado común y la presencia de visitantes procedentes de numerosos países extranjeros, este salón representa una plataforma idónea para el conocimiento de las técnicas y de los productos españoles, y la ampliación de los negocios hacia los mercados exteriores.

Para más información, pueden dirigirse a: Irving I. Silverman, Trade show Coordinator, National Knitwear & Sportswear Association, 386 Park Avenue South, New York, NY 10016, telef. (212) 683-7520. Telex: 239801 KNIT UR.

TRAVEL NOTES

By PANCHO SHIELL

Bronze Age Village Discovered in Albacete

An extraordinary archeological site has recently been discovered and uncovered at La Laguna de Acequión in the province of Albacete, on the plains of La Mancha. It is a fortified village dating back to the Bronze Age, 4,000 years ago!

After four weeks of digging by a team of 29, including nine experts in archeology and under the direction of a professor of ancient history, ancient objects were found which, according to the professor, are overwhelming in both quality and quantity. They include ceramics, pottery, and metal items including knives and arrowheads, indicating that the inhabitants of the village were relatively advanced. Also found were several pieces of ivory which could have come from Africa, as well as certain types of buttons indicating that in that era Mediterranean trade and commerce had arrived not only to the coasts of Andalucia and the Levant but also to the interior of the Iberian Peninsula. There are wooden structures, evidently of oak, including round houses, and the entire site is surrounded by a massive stone wall several meters thick and 60 meters in diameter. This wall, which is very well preserved except for one inexplicable hole, may possibly have been built atop an even more ancient Iberian structure dating back as much a 7,000 years.

Artifacts reveal that the village's inhabitants were primarily agrarian, and animal remains indicate that they also raised sheep and goats, as well as cattle; a cemetery was found across the lake bed.

More extensive excavation is being planned on this and other archeological finds in the area. The priceless artifacts will be on display at the Archeological Museum in the provincial capital city of Albacete. Located in the municipal park, the museum houses Iberian and Roman antiquities, including the rich finds from this and other prehistoric sites.

Your Own Apartment in the Canary Islands

Iberia Airlines and Cavalcade Tours have joined forces to offer a week-long vacation on the island of Tenerife, one of the exotic "miniature continents" of Spain's Canary Islands, which lie just off the west coast of Africa and just north of the Tropic of Cancer. You will relax in the privacy of your own apartment, complete with terrace, kitchen, maid service, swimming pool, and recreational facilities. Tenerife offers plenty of beaches for basking, swimming, and water sports, and plenty of sights to see. There are also bargains galore, as it is a free port where you can choose from the gamut of international merchandiose at even lower prices than in the countries or origin. Besides saving money, you might also take your chances at winning some at the Casino Taoro, entrance to which is included in the package. Prices start at just $519 per person, double occupancy, including round-trip airfare from New York via Iberia Airlines, accommodations, meeting on arrival, and airport transfers. Additional weeks start at just $80! For information on this and other available programs, contact Cavalcade Tours: 5 Penn Plaza: New York, NY 10001; telephones: (212) 695-6400; or from out of New York State (800) 223-7959.

New Manhattan Gallery Features Spanish Art, Antiques, Handicrafts

Artesania, Inc., a new and unique specialist in the decorative arts of Spain, has recently opened its showrooms in Manhattan featuring an irresistible array of art, antiques and handicrafts imported from various regions of mainland Spain and from the Canary Islands and Mallorca. It is a veritable museum! Each of the pieces on display—for browsing or buying—has been selected by a team of Spanish art and antique connoisseurs who spent an entire year travelling through the country searching out antiques and contemporary handcrafted collectibles madein Spain's great tradition of timelessly beautiful design and excellent workmanship.

The four-room gallery is actually decorated with these items, which give it the ambience of a Spanish country home or a mansion, depending where you look. You can admire scrubbed pine tables, chests, trunks, cabinets, jar stands, ceramics, bedspreads, etc. There is a wide variety of ceramic styles including five different regional interpretations of the traditional water jug alone, as well as unique cheese crocks, hanging bottles, and three-handled kettles.

Exquisitely framed color lithographs from the National Institute of Calligraphy hang above blond wicker furniture. Goya is represented by his series "Caprichos" and "Proverbios y Disparates," and Fortuny and Madrazo by their soulful portraits and character studies; and there are sculptures by Carlos Santiago. There are colorful hemp rugs on the floor, plants in the jardinieres, and crockery inside the rustic china cabinets. Classic black wool men's capes, now becoming fashionable for evening wear in the U.S. are on a rack alongside a hemp basket filled with cotton batiste nightdresses atop a 17th century linen chest.

From Mallorca there are hand-blown glass candelabra and sconces, pitchers and jars in ruby and amethyst, and flower holders in topaz. The Canary Islands and Mallorca are represented by their respective special collections of exquisitely woven and embroidered bedspreads, towels, and rarely-seen decorative silk and linen textiles.

Artesania is at 433 Fifth Avenue, 6th floor, New York, NY 10016 (telephone 212-686-0272). It is open to the public from 9 to 5 Monday through Friday, and to the trade by appointment.

Let us solve your problems

Banco de Vizcaya speaks the language of your business.

INTERNATIONAL BANKING DIVISION

Paseo de la Castellana, 110
28046 Madrid
Tel 4112062 Telex 22571-42382
Swift VIZCESMM

INTERNATIONAL BRANCH NETWORK

New York Branch	400 Park Avenue New York 10022 Tel 826 1540 Telex 66199 Swift VIZC US 33
San Francisco Agency	650 California Street San Francisco, California 94108-2776 Tel 392-2530 Telex 67534
Miami Agency	2100 Ponce de Leon Boulevard Coral Gables Florida 33134 Tel 442 9882 Telex 441540
Nassau Branch	c/o Roywest Trust Corp (Bahamas) Ltd P.O. Box N 7788 Nassau N.P. Bahamas
London Branch	58-60 Moorgate London EC2R 6BN Tel 920 0121 Telex 893461/2
Paris Branch	15 Avenue Matignon 75008 Paris Tel 359 55 09 Telex 64 14 23/5
Amsterdam Branch	Herengracht 479 1001 JC Amsterdam Tel 26 30 33 Telex 13582 16288
Bahrain O.B.U.	Kanoo Tower (Phase III) 4th floor Tujjard Rd Manama State of Bahrain Tels 25 32 61 25 33 40 Telex 9060 Bancav

AFFILIATE BANKS IN THE UNITED STATES

Banco Comercial de Mayagüez
Avda. Ponce de Leon, Esquina Calle del Parque
Santurce Puerto Rico 00910
Tel 724 3717 Telex 3654259

Banquest National Bank of Albuquerque
1418 Carlisle N.E.
Albuquerque New Mexico 87Y10

First National Bank of Santa Fe
On the Plaza
Santa Fe New Mexico 87501
Tel 984 7400

First State Bank of Taos
116-120 W. Plaza
Taos New Mexico 87571
Tel 758 4242

REPRESENTATIVE OFFICES AND OTHER AFFILIATES

Argentina	Avda Corrientes, 311 - Piso 12 Buenos Aires 1043 Tels 313-9185 313-9207 Telex: 17739
Belgium	3 Rue Lebeau 4000 Liege Tel 23-79-55 Telex 41489
Brazil	Rua do Carmo 11 Andar 19 Rio de Janeiro CEP 20011 RJ Tels 242 70 26 242 86 06 Telex: 2132591
Chile	Paseo de Ahumada, 254-3° Oficina 301 Santiago de Chile Tel 72 66 41 Telex 340946
México	Avda Juárez, 4 - 705 06050 México D.F. Tel 535 00 30 Telex 1777460
Venezuela	Avda Francisco Miranda Edificio Torre Europa Oficinas 7 y 8 Caracas 1060 Tels 951 41 05 / 6 Telex 23532
Germany	Friedensstrasse 11 6000 Frankfurt/Main 1 Tel 23 32 91 Telex 413215
Hong Kong	Connaught Center 2 114 Hong Kong Central Tel 21 63 49 Telex 62898
Italy	Via Alberico Albricci, 9 1° Interno D Scala A Milan 20122 Tel 87 55 25, 86 76 61 Telex 322056
Japan	Yurakucho Denki Bldg 652 7 1 1 Chome Yurakucho Chiyoda ku Tokyo 100 Tel 287 07 91 Telex 29472
Switzerland	Am Schanzengraben 23 CH 8002 Zurich Tel 202 36 26 Telex 813944

V

Banco de Vizcaya

Gran Via, 1 - 48001, Bilbao, Spain. Tel: 416 64 00 Telex: 32040

From ADVERTISING AGE, August 26, 1985
Reprinted with permission

TALK OF MADRID

By MARINA SPECHT

After appearing in U.S. TV spots for Honda scooters, model-turned-actress **Grace Jones** has set her advertising eyes on Europe where she is appearing in two popular spots on Spanish TV. One is for Citroen's GTI Turbo via Roux, Seguela, Cayzac & Goudard. The most recent is a spot for Cinzano's bitter soda, an alcoholic, lightly carbonated drink made of bitters.

In the surrealistic commercial by J. Walter Thompson Co., Barcelona, the Jamaican beauty is dressed in red (the soda is red) and sets ice cubes ablaze while dancing wildly and promising, in a most sensual voice, to quench your thirst. Cinzano markets the product only in Spain and Italy.

Speculation about how Spain's January entry into the **European Economic Community** will affect the local economy has become a favorite national pastime. Although local businessmen feel that joining the EEC was sort of "inevitable," they predict disaster for some of the less competitive sectors of Spanish industry, such as home appliances and dairy products, once trade barriers are lifted.

Another indication that big changes are on the way came last month when **Prime Minister Felipe González** replaced six of his 15 cabinet members in a dramatic shakeup that he said was designed to "give a little impulse" to the government before its entry into the EEC. As in so many nations, liquor and cigaret ads are on the hot seat in Spain. Admen here are up in arms over a ban on outdoor and cinema advertising of liquor and tobacco products introduced last month in Barcelona, Spain's second-largest advertising market after Madrid. The ban was contained in legislation passed by Barcelona's autonomous regional government, which decides over matters affecting advertising. Since TV ads of alcoholic beverages and cigarets are restricted all over Spain already, outdoor boards are a major ad outlet to marketers of those products. Admen also fear that the trend to increase advertising restrictions regionally will spread nationwide.

This from the rags-to-riches department: "What's next?" is the question the entire local advertising community is posing to **Tapsa**, the Spanish shop that has rocketed from No. 22 to No. 3 in rankings overnight and last month captured some of the most appetizing accounts on the market.

They included Spain's Iberia Air Lines' $18 million domestic and international business as well as the $9.3 million domestic SEAT auto account. Word on the street is that Tapsa, a nonequity affiliate of **Dancer Fitzgerald Sample**, needs to link up with a U.S. shop fast in order to service the Iberia account. Both DFS and **N.W. Ayer** are said to be courting the hot agency.

Meanwhile, there is additional news of even more possible linkups. The latest comes from Barcelona, where **Saatchi & Saatchi Compton** is apparently acquiring RCP, the hottest shop in town, and **J. Walter Thompson Co.** is buying out GDD, an N.W. Ayer affiliate. Also in Barcelona, **Young & Rubicam** has decided not to purchase a local agency and will open its own office instead.

A Japanese advertising ghost named **Dentsu** is haunting Madrid. Even though everybody in the Spanish ad industry claims to know, for sure, that the world's second-largest agency is prowling for acquisitions here, nobody has ever seen or talked to a single Dentsu executive.

"**V**," one of the most popular TV series ever in Spain, has been taken off the air by the state-owned Spanish TV network, TV Española, to the dismay of children and adults alike. "V" sparked a nationwide "lizard craze" that was a bonanza to everybody from t-shirt to toy and (lizard-shaped) birthday cake marketers. One child in southern Spain even died as he ate a live mouse after watching the program. "V" has been replaced by **"The A-Team,"** starring the famed **Mr. T**, which promises to become equally popular.

If you think August is a down month in the U.S., you haven't been to Spain. Employes here are required by labor regulations to take their annual vacations between June and September, or whenever their company closes down for a summer break, as many companies are prone to do.

The results are that 62% of the population vacations in August, and several big ad agencies even close down for the whole month. Ad execs can be located in **Ibiza** or **Marbella**, both Spanish resort towns, depending on which half of the international jet set they want to be seen with. In addition, all courts of law across the nation are closed in August and the government has no cabinet meetings from late July to mid-September. Not bad, hmm?

OFFERS MARKETING SERVICES

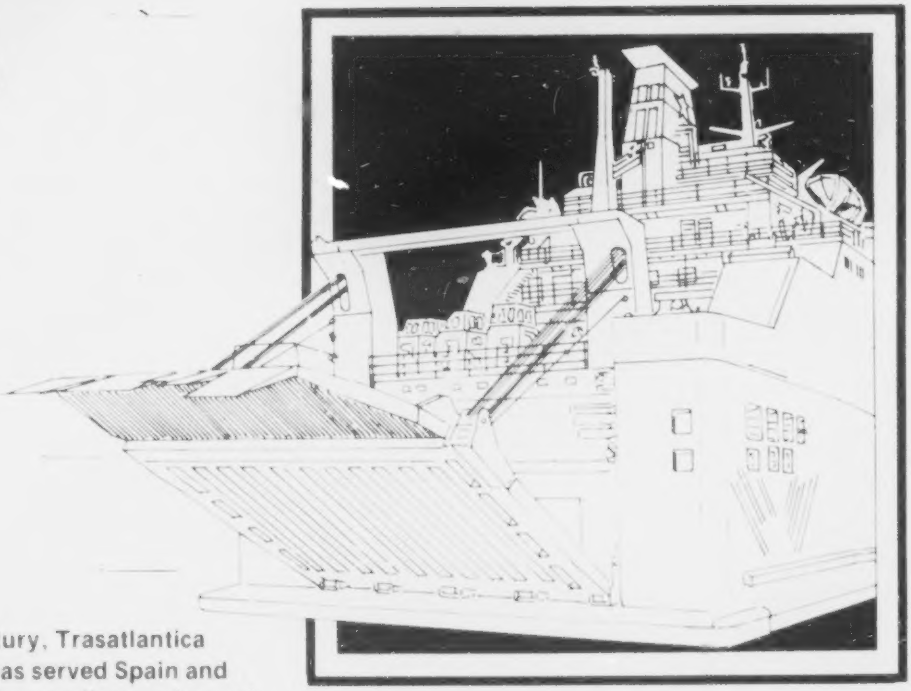
We can help Spanish companies in all stages of their U.S. marketing, from market research and feasibility studies to literature and audio-visual production. Our staff, which consists of several multi-lingual specialists, can also assist firms in finding distributors or U.S. partners. Please contact: Mr. Frans T. Mateu, JANSMA & TERPSTRA, 74 Market Southwest, P.O. Box 3236, Grand Rapids, Michigan 49501. Telephone (616) 774-0198. Telefax 616-774-0108.

OFFERS REPRESENTATION IN SAIPAN

International business and financial consultant in Saipan (Mariana Islands, Pacific) desires to do business or represent business there. Please contact: Dr. Charles W. Bek Jr., President, ART MAN CORPORATION, 2242 Chalan Kanoa, Saipan CM 96950. Telephone: Saipan 7983. Telex: WUI area codes 724, 783 or 760 — 738 INTSIN SPN.

Trasatlantica
Spanish Line

Over a
Century of
Quality Service



For over a century, Trasatlantica Spanish Line has served Spain and the U.S., offering quality service and personalized attention to customers and cargo. Now, Trasatlantica Spanish Line's North Atlantic service has been expanded to include the Italian ports of Genoa and Leghorn, linking the heart of the Mediterranean with the United States. Also new is the addition of two sophisticated Ro/Ro and Lo/Lo vessels offering service between Mediterranean ports and Miami and the U.S. Gulf. General agent for the line is Trasatlantica (USA) Agency Inc., 99 Hudson Street, 6th Floor, New York, NY 10009. Telephone (212) 925-3838.

TRASATLANTICA
Spanish Line

John Davis Lodge, Honorary Chairman of the Chamber, Dies at 82

John Davis Lodge, United States Ambassador to Spain from 1955 to 1961 and the Chamber's Honorary Chairman for the past eight years, died on October 29th at the age of 82 after suffering a heart attack at a testimonial dinner in his honor at the Women's National Republican Club in New York.

In his long career in public service, Mr. Lodge was a Congressman, Governor of Connecticut, and Ambassador to Spain, Argentina and, most recently, Switzerland, a post from which he resigned earlier this year. He was also U.S. Representative to the United Nations in 1983, served on numerous government commissions, and held important Republican Party posts.

As a young man, Mr. Lodge gave up a law practice to pursue a career as an actor, and he appeared in 14 films in the 1930s.

He was vitally interested in Spanish affairs, and as Honorary Chairman of the Chamber was a faithful attendant at Chamber events. He also served as Chairman of The Spanish Institute.

Chamber President Joseph Sanchez has expressed our sympathy and deep sense of loss to his family.

Ambassador Jaime de Piniés is President of U.N. General Assembly

Ambassador Jaime de Piniés, who first came to the United Nations as First Secretary of Embassy in 1956 and was appointed Ambassador Permanent Representative for the first time in 1968, is currently serving a one-year term as President of the U.N. General Assembly. He was designated by Royal Decree as Ambassador on Special Mission at the United Nations in August to enable him to assume the General Assembly Presidency.

Ambassador de Piniés was born in Madrid in 1917 and received a degree in Law from the University of Madrid. He joined the foreign service in 1944, and besides serving at the U.N. has also held posts in Havana, Manila, London and Washington. After his appointment as First Secretary of Embassy at the U.N. in 1956, he was Deputy Permanent Representative from 1960 to 1968 and Ambassador Permanent Representative until 1972, when he was named as Spain's Ambassador to the Court of St. James in London. In 1973 he returned to the U.N., where he has remained ever since. He has served in 28 regular General Assembly sessions, five emergency and nine special sessions, and on numerous committees, as well as representing Spain in the Security Council in 1969-70 and 1981-82 and presiding at the Security Council in August 1969, October 1970 and October 1981.

During Ambassador Pinies' term as General Assembly President, Emilio Arpacho is serving as Acting Permanent Representative of Spain to the U.N.

Ambassador Jaime de Piniés, President of the General Assembly (right), welcomes President Reagan to the United Nations. Between them is U.N. Secretary General Javier Pérez de Cuéllar.

Sarita Montiel, Spanish Film and Concert Legend, on U.S. Tour

One of Spain's most popular actresses, Sarita Montiel, is currently on a nationwide concert tour of the U.S. with a ballet production entitled "Fuego Flamenco." Directed by Roberto Amaral, "Fuego Flamenco" had its U.S. premiere at Avery Fisher Hall in Lincoln Center on October 20th, followed by concerts in Los Angeles and San Francisco. Other concert dates and locations will be announced.

Sarita Montiel has had a long and outstanding career as a film actress, singer and entertainer. In her teens she won a beauty and talent contest in which the prize was a movie contract. Her first film, in 1944, was an instant success and she made ten more in the Spain before being signed for an American film, "Veracruz" with Gary Cooper and Burt Lancaster, in 1954. She also starred in "Serenade" with Mario Lanza and Joan Fontaine in 1956, and later married its director, Anthony Mann. In Spain she starred in "El Ultimo Cuple" ("The Last Song") which became the biggest box office success in Spain's film history and ran for a year in the same theaters; it was also a smash hit in Western Europe and Latin America. She also made four other hit films in Spain, the soundtrack albums of which reportedly outsold Elvis Presley and Frank Sinatra combined in the world market, winning gold and platinum albums in more than 12 countries.

Since the 1960s Sarita Montiel has combined film making with making highly successful record albums and concert appearances. In 1983 seven of her films were shown in a retrospective of her career at the Autumn Film Festival in Paris, and President Francois Mitterand gave her France's Medal of the Legion of Honor.

For information on her U.S. appearances, contact Fradis-Gerdis Productions of Beverly Hills, California at (213) 854-6506.

BANCO ESPAÑOL DE CREDITO (BANESTO)

Spain's leading commercial banking institution

Head Office: Paseo de la Castellana 7, Madrid
More than 2,200 branches throughout Spain

U.S.A.: **BANCO ESPAÑOL DE CREDITO S.A.**
NEW YORK BRANCH (MEMBER F.D.I.C.)
630 Fifth Avenue, Suite 557
New York, N.Y. 10111
Telephone 212-554-9385

BANESTO BANKING CORPORATION
630 Fifth Avenue, Suite 514
New York, N.Y. 10111
Telephone 212-554-9300

BANCO ESPAÑOL DE CREDITO S.A.
MIAMI AGENCY
999 Brickell Avenue
Miami, Florida 33131
Telephone 305-374-1442

REPRESENTATIVES AND AFFILIATES: Brussels, Frankfurt, Geneva, London, Paris, Manila, Tokyo, Sydney, Bogotá, Buenos Aires, Caracas, Guatemala, Mexico City, Montevideo, Montreal, Panama, Santiago, San Juan, Santo Domingo, São Paulo

BUSINESS OPPORTUNITIES:

Spanish Products Offered

Smoking pipes:
Sr D. Francisco Garcia Lebron
Santa Coloma de Farners
(Gerona)

Plastic gloves:
Sr D. Carlos Maté
Calle del Monte, 28-B, 5º C
Santander

Construction materials, tiles:
I.N.C., S.A.
Attention: Don A. Moreno
Galatea, 17
28042—Madrid

Lighting equipment:
Novaluz, S.A.
Calle Perez Escrich, 7
46008-Valencia

Wooden items for decoration and ceramics:
M. Segura
Apartado 554
43080-Tarragona

Almonds and capers:
Sr D. Julio Consola Navarro
Calle Buñola, 9 - 6º 2ª
07004-Palma de Mallorca

Sportswear, including jeans; furniture fittings:
Sr D. Juan Alfonso Tomás
Avenida José Antonio, 40
Montaverner (Valencia)

Children's underwear and clothing in general:
Sr D. Francisco Perez Ciscar
San Roque
Benetusser (Valencia)

Wines, liquors, canned fish and shellfish, food products in general:
ATYCASA
Dept. Comercial
Post Office Box 459
21080-Huelva

Rugs:
Comermex, S.A.
Attn: Sr D. José L. Anton Pascual
Obispo Rocamora, 8
Elche (Alicante)

Canned vegetables, food products in general:
Conservas Diamanta
Dept. Comercial
Avda. Ciudad de América, 34
30010 Murcia

Capers, food products in general:
Conservas Rosello
Attn: Sr D. Fernando Rosello
Crta. de Inca a Artá, Km. 9
Llubi (Mallorca)

Towels, bathing suits, bath accessories:
Cotorisa, S.A.
Attn: Sr D. Jacinto Casanovas
Ctra. de Sabadell a Granollers Km. 12
Llisa de Val (Barcelona)

Figs; fig paste; food products in general:
Comercial Exportadora "FERNANDEZ"
P.O. Box 10
Aguilas (Murcia)

Sportswear:
Confecciones Stil, S.A.
Attn: Sr D. J. Escarpenter
Avda. Mediterraneo, 47
Pinea de Mar (Barcelona)

Scrap iron and steel:
Coteve
Dept. Exterior
P.O. Box 198
14080-Cordoba

Electronic apparatus and components including video terminals:
Empresa de Ingenieria Electrica
Attn: Sr D. Eurgenio M. Garcia
Pl. de la Viny, Local 5A
03007-Alicante

Seeks representative for gift articles:
Balien
Exportación
Pedro IV, 78-84 3ª planta

Lithograhs and paintings:
Modesca
Attn: Sr D. Manuel Delgado Camino
Vallehermoso, 14
28015-Madrid

Gift items:
Sr D. J. Vicente Mestre Carceller
Avda. de Roma, 38-40, 6º 4ª
28015-Barcelona

Iron products for construction:
Metalisteria Olaria, S.A.
Attn: Sr D. J. Olaria
San Pedro Martir, 28
Barcelona

Paper articles, paper boxes:
Pontana, S.A.
Attn: Sr. Antonio Fabregas
Enrique Granados, s/n
San Vicente de Castellet
(Barcelona)

SEEKS U.S. REPRESENTATION

Leading Spanish manufacturer/exporter of specialized knitwear underwear-nightwear-aerobic, top quality and design, for men, women and children, is looking for a serious professional company, well introduced in chain stores, for representation or distribution. Please contact: Ramon Torrent, President, TEDESA-Textiles y Derivados, S.A., Mendez Nuñez, 8, Mataro (Barcelona) Spain. Telephone: 7980016. Telex: 94417

Productos Españoles Solicitados

Productos de venta por correo:
Mr. W. T. Macatty
Ameirmac's Distinctive Gifts by Mail
Suite 60
21738 South Avalon Blvd
Carson, CA 90745

Cubrecamas:
Ms. Alice Fouzick
Agora, Inc.
824 Baltimore St.
Baltimore, MD 21202

Postales:
Mr. J. A. Rodriguez
74-07 46th Avenue
Elmhurst, NY 11373

Ropa interior niño-niña:
Mr. Bob Lieberdman
Guess Knitwear Co.
1466 Broadway
New York, NY 10036

Equipo de Hockey y patin sobre ruedas:
Mr. H. Malvai
P.O. Box 2281
Kingston, NY 12401

Angulas en aceite, aceite de olivo, mariscos:
Mr. Amen Wardy
Imports-Exports
1002 South Mesa
El Paso, Texas 79901

Juguetes, muñecas, articulos de regalo, joyeria:
Ms. Linda L. Zajac
Zajac Enterprises
Import-Export
7455 S.W. Hillcrest Place
Beaverton, OR 97005

Calzado p/señor y señora:
Mr. Vernon Wilson
Wilson & Co. Ltd.
Sunbill, P.O. Box 124
Castries, Sta. Lucia,
West Indies

Jabon:
Mr. T. Singh
Westermore, Inc.
1150 Avenue of the Americas
New York, NY 10036

Aceitunas:
Mr. Enrique Turegano
Young & Rubicam
111 East Wacker Drive
Chicago, IL

Sillas para oficina:
Mr. Tony S. Kafeih
Ask International, Inc.
P.O. Box 603
Lawrence, NY 11559

Ornamentaciones para pelo:
Bartfeld Enterprises
56 W. 39 St.
New York, NY 10018

Tejidos:
Mr. Peter A. Baldo
Biltex Int. Textiles, Inc.
1071 Avenue of the Americas
New York, NY 10018

Gafas de sol:
Ms. Pamela Merenfeld
Ducal Trading Corp.
7191 N.W. Seventh Ave.
Miami, FL 33150

Pistolas de imitación:
Essential Packaging Inc.
61 12th Street
Piscataway, NJ 08854

Alfombras:
Mr. H. Gruffin
40 East 89 Street
New York, NY 10120

Muebles:
Mr. Jergen S. Tinnert
Internat'l Consumer Products
11020 Betts Trail Way
P.O. Box 1856
Rocksville, MD 20850

Import-Export, General:
Mr. William F. Hill
Beka International Trade Services
P.O. Box 309
Avenel, NJ 07001

Corbatas, guantes, jerseis:
Mr. Philip Cenderelli
Philip Internat'l Trading Co.
P.O. Box 1150
Jamaica Plain, MA 02130

Pizarra para tejados:
Mr. E. E. Ryser
Ludowici-Celadon
P.O. Box 69
New Lexington, OH 43761

Joyas:
Michael Ulrich
Le Bow Industries
608 Fifth Avenue, Suite 702
New York, NY 10020

Ropa de niño:
Ms. Pam Newton
Newton Enterprises
P.O. Box 5481
Garden Grove, CA 92645

Valvulas y tuberñas:
Ms. Julia Louderback
Richards Industries, Inc.
3170 Wasson Road
Cincinatti, OH 45209

Articulos de regalo:
Mr. Peter C. Koslowski
Too Much, Etc.
622B Duval St.
Key West, FL 33040

Caramelos:
Mr. Alberto Gutman
Representative, 105th District
14 House Office Building
Tallahassee, FL 32301

Maquinas de churros:
Marcianise Pork Store
760 Victory Blvd.
Staten Island, NY 10314

Articulos de regalo, ceramicos:
Ms. Bonnie McKay
The Home Furnishing Office
Bloomingdale's
1000 Lexington Avenue
New York, NY 10022

The Spain-U.S. Chamber of Commerce, Inc.

Cámara de Comercio Española en Estados Unidos

500 Fifth Avenue, Suite 4220
New York, NY 10110

Telephone (212) 354-7848
Telex: 275815 SPAN UR

APPLICATION FOR MEMBERSHIP

Sustaining Members in the United States.................$500
Regular Members in the United States...................... 250

The Undersigned hereby applies for regular membership in the Spain-U.S. Chamber of Commerce, Inc., and declares as follows:

1. That he (it) maintains an office in the United States of America for the transactions of his (its) business.
2. That he (it) subscribes to the aims and purposes of the Spain-U.S. Chamber of Commerce, Inc., as set forth in the By-Laws of the Chamber.

FULL NAME OF APPLICANT
(COMPANY OR INDIVIDUAL)...

IF A COMPANY, NAME OF
REPRESENTATIVE TO THE CHAMBER ....

ADDRESS ....

CITY..STATE............................ZIP CODE..........

TELEPHONE....................................CABLE ADDRESS...................................

BUSINESS OR PROFESSION (Please check one or more):

Service ☐
Agent ☐
Broker ☐

Dealer ☐
Exporter ☐
Importer ☐

Manufacturer ☐
Producer ☐
Representative ☐

Other:.....................
....
....

IF A SERVICE, INDICATE
THE SERVICE(S) YOU OFFER...

IF A MANUFACTURER, EXPORTER, IMPORTER, REPRESENTATIVE ETC. PLEASE INDICATE PRODUCTS IN WHICH YOU SPECIALIZE:

....

....

SPONSORING MEMBER(S)..

BANK ....

DATE.............................. BY ....
(Signature of applicant or representative)

The Spain-U.S. Chamber of Commerce, Inc.

Cámara de Comercio Española en Estados Unidos

500 Fifth Avenue, Suite 4220
New York, NY 10110

Telephone (212) 354-7848
Telex: 275815 SPAN UR

SOLICITUD DE INSCRIPCION
PARA MIEMBRO ASOCIADO EN ESPAÑA

(Pago anual: U.S. $ 100 ó su equivalente en pesetas)

El abajo firmante por la presente solicita su inscripción en la Cámara de Comercio Española en los Estados Unidos y expresa lo siguiente:

1º. — Que mantiene algún tipo de actividad comercial en España.

2º. — Que suscribe los objetivos y fines de esta Cámara como se proclaman en los estatutos de la misma, una copia de los cuales está a su disposición.

NOMBRE DE LA COMPAÑIA ....

CALLE .... CIUDAD .... PROVINCIA ....

TELEFONO .... TELEX .... CODIGO POSTAL ....

NOMBRE Y CARGO DE LA PERSONA A CONTACTAR ....

....

NEGOCIO O PROFESION:

Fabricante Importador Exportador Agente
Distribuidor Servicios Otros

SECTOR - ACTIVIDAD ....

PRODUCTOS O SERVICIOS CONCRETOS CON LOS QUE NEGOCIA ....

....

¿EXPORTA? SI NO

EN CASO AFIRMATIVO:

Porcentaje sobre facturación total ....

Paises: % / Total ....

Experiencia en mercado EE.UU. ....

¿HA COLOBARADO ANTERIORMENTE CON ESTA CAMARA? Si No

BANCOS CON LOS QUE OPERA:

USA

España

Fecha

FIRMA SOLICITANTE

Sea-Land. Fast in, Fast out.

Sea Land
Sea Land

When your drivers or truckers get tied up at a congested terminal, it can cost you time and money.

Here's how you can get around those expensive tie-ups: Ship via Sea-Land.®

Nearly all Sea-Land terminals are exclusive—used for Sea-Land customers only. That's why you get in and out fast.

And the Sea-Land people handling your cargo are experienced professionals who help you get in and out even faster.

If you don't like being kept waiting, ship via Sea-Land. Call your Sea-Land representative today.

Sea Land

What we did for shipping, we're doing for service.

IBERIA INTRODUCES THE ULTIMATE FREQUENT FLYER PLAN.

"NO MILEAGE REQUIRED"

The Iberia V.I.P. Travel Club

Unlike ordinary frequent flyer plans, Iberia's new VIP Travel Club requires no mileage accumulation.

With Iberia's VIP Travel Club you can earn up to $400 dollars in bonus certificates after your very first flight.

Certificates that can be used like cash, when you purchase your next ticket on Iberia.

Or you can accumulate dollar bonus certificates and fly free anywhere Iberia flies—Europe, Africa and the Middle East. It's that simple.

Club Highlights

Club members can earn dollar certificates on the following class of service:

Grand Class

earns $200 bonus dollars (each way). And you'll be treated like Spanish royalty, with vintage wines, gourmet foods, sleeperette seats and never ending service.

Preference Class

earns $100 bonus dollars (each way). On Preference Class, our business class, you'll relax in spacious seats and be surrounded by amenities some airlines only offer their first class passengers.

Normal Economy Class.

earns $75 bonus dollars (each way). Iberia's Economy Class economizes only on price, not on service.

Club members can use their dollar certificates at any travel agency or Iberia ticket office in the USA.

Club members can use their dollar certificates on any scheduled Iberia transatlantic flight from the USA.

No membership fees. No additional cost.

Join the Club

To become a member of Iberia's VIP Travel Club all you have to do is see your travel agent or call Iberia at 1-800-221-9741. In New York call 718-793-3300. You'll receive your personal VIP Travel Club booklet with complete details and conditions on how easy it is to participate in Iberia's VIP Travel Club.

Welcome to the club. No mileage required.

Bonus certificates and the entire program are effective for travel beginning November 1, 1985.

IBERIA
AIRLINES OF SPAIN

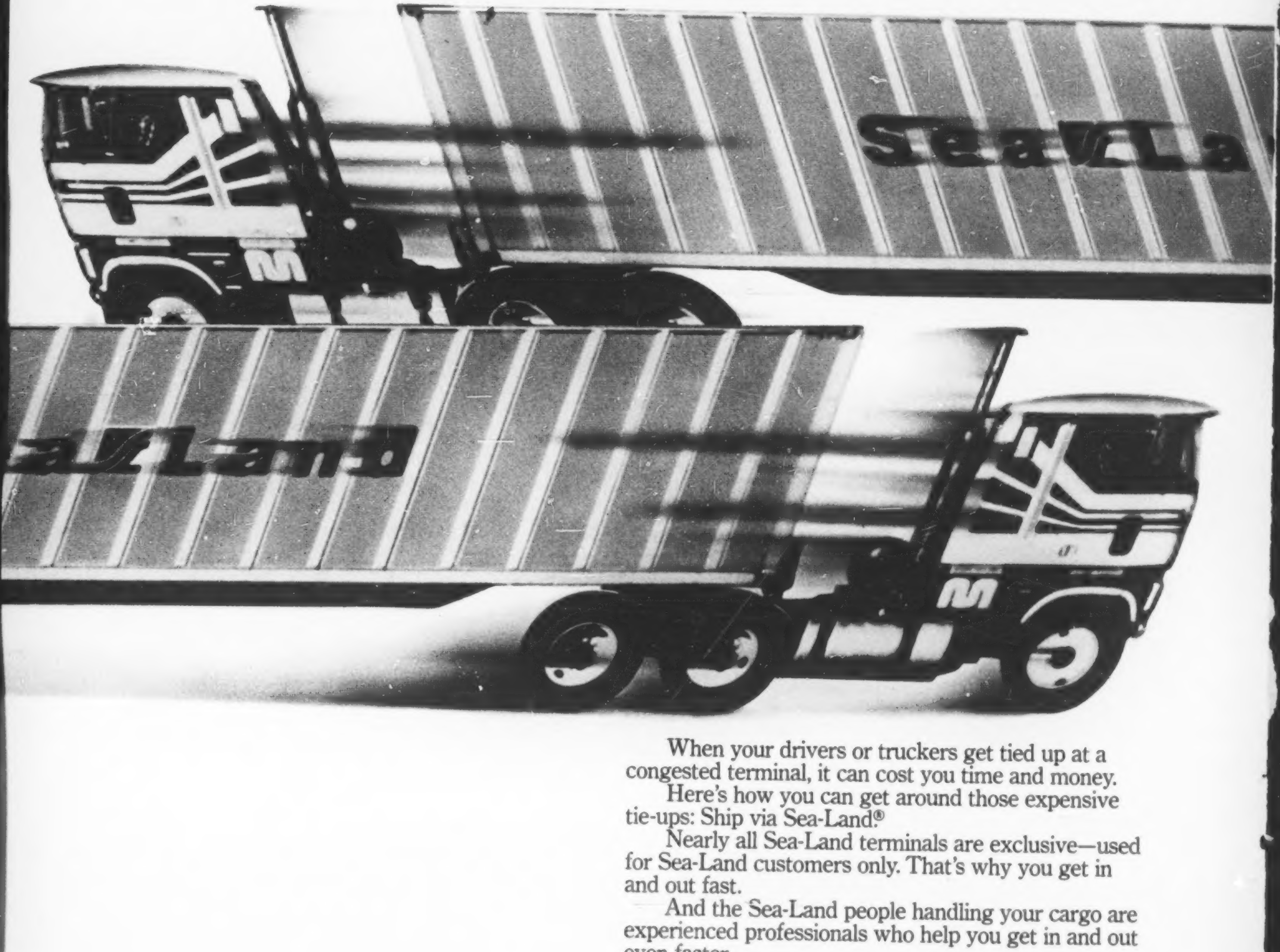
11/15/86
A8955-1

SPAIN-U.S.

THE SPAIN-U.S. CHAMBER OF COMMERCE
NOVEMBER-DECEMBER 1985 No. 141

SPECIAL ISSUE:
Spain and the European Community

Sea-Land.
Fast in, Fast out.



When your drivers or truckers get tied up at a congested terminal, it can cost you time and money.

Here's how you can get around those expensive tie-ups: Ship via Sea-Land®

Nearly all Sea-Land terminals are exclusive—used for Sea-Land customers only. That's why you get in and out fast.

And the Sea-Land people handling your cargo are experienced professionals who help you get in and out even faster.

If you don't like being kept waiting, ship via Sea-Land. Call your Sea-Land representative today.

Sea-Land

What we did for shipping, we're doing for service.

Spain-U.S. Trade Bulletin

Spain-U.S. Chamber of Commerce, Inc.
CAMARA DE COMERCIO ESPAÑOLA EN LOS ESTADOS UNIDOS
500 FIFTH AVENUE, NEW YORK, N.Y. 10110 • (212) 354-7848
TELEX: 275815 SPAN UR • CABLE ADDRESS: CAMACOES

President
JOSEPH SANCHEZ
Bank of America

Second Vice President
ANTONIO ESCAMEZ
Banco Central of New York

Treasurer
MICHAEL BENNIS
Changing Times

Corporation Secretary
MICHAEL H. GREENBERG
Graubard Moskovitz McGoldrick
Dannett Horowitz & Mollen

Honorary President
GABRIEL MAÑUECO
Ambassador of Spain, Washington, D.C.

Honorary Vice President
MANUEL SASSOT
Consul General of Spain in New York

Honorary Director
JAIME CARUANA
Commercial Office of Spain, New York

Executive Director
MIGUEL SEBASTIA

Assistant Executive Director
ANTONIO CAMUÑAS

Directors:

EDWARD W. BLATTNER
Panalpina, Inc.

JAMES A. BONNARDEAUX
Extebank

LUIS BENITEZ DE LUGO
Banco de Santander

JUAN C. CAPPELLO
ITT Corporation

JOSEPH A. CARAGOL
Joseph Caragol, Inc.

FREDERICK W. CHASE
Chase Sales Company

VICENTE GARCIA-DELGADO SEGUES
Windels, Marx, Davies & Ives

MICHAEL GILFOND
Manufacturers Hanover Trust Co.

JUAN LUIS GOUJON
Lois Sportswear USA

WILLIAM KROESING
Freixenet U.S.A. Inc.

EDUARDO LASTRA
Ensisteel, Inc.

ENRIQUE LOEWE
Loewe

JACK McANDREW
Price Waterhouse & Co.

PABLO MEDINA
Myrurgia Perfumes

RICHARD V. PARKS
Farrell Lines, Inc.

JOHN PHILBIN
Irving Trust Company

VICENTE PUIG JR.
Vicente Puig & Co.

JOSE L. SAEZ
Marsans International

RAMON DE SARRIERA
Banco de Bilbao

DOMENICK G. SCAGLIONE
Chase Manhattan Bank

GEORGE B. SCHRECK
General Motors Corporation

FREDERICK E. TETZELI
Morgan Guaranty Trust Co. of New York

JOSEPH UNANUE
Goya Foods, Inc.

MIGUEL VIVES
Intechnos

Founding Fathers

JOHN E. CODINA
John E. Codina & Co.

JESUS DE AZCARRETA
Calle Fuentemilanos, 2
28035 Madrid

November-December 1985 **No. 141**

NEWS AND FEATURES:

3 **John Davis Lodge, 1903-1985:** A note about his friend and colleague by Angier Biddle Duke.

4 **The Chamber Seminar: "The Integration of Spain Into the E.E.C.**

8 **An Interview with Ambassador Manuel Sassot, Consul General of Spain in New York.**

13 **The Accession of Spain to the Community**, prepared by Price Waterhouse

14 **Repercusiones legales de la entrada de España en el Mercado Común: Breves consideraciones**, by Felipe Yannone.

19 **Spain's Entry Into the European Community**, prepared by Banco Exterior de España/Extebank.

21 **Jacob K. Javits Center: El nuevo recinto ferial de Nueva York.**

23 **Spain and the EEC: Legal Implications of Accession for Spanish Trade Legislation**, by José M. Delgado and Michael S. Mensik.

26 **Iberia Airlines Introduces the VIP Travel Club.**

27 **EEC Agreement Reached; New Challenges Loom Ahead**, from 'Spanish Trends,' a Monthly Economic Publication on Spain.

33 **Two Private TV Networks Likely to be Approved**, from 'Spanish Trends'.

31 **The Introduction of the VAT in Spain**, prepared by Price Waterhouse.

34 **Shopping in Madrid**, by Judith Glynn.

37 **Perspectivas al horizonte 1986**, from Informe Económico y Financiero del Proyecto de Presupuestos Generals del Estado para 1986 del Ministerio de Economia y Hacienda.

44 **La Delegación de la Vía Marítima de los Grandes Lagos efectuará una promoción comercial en Barcelona.**

52 **Spanish Food: Many Succulent Surprises**, from the National Tourist Office of Spain.

DEPARTMENTS:

46 **News in Brief.**

48 **Spanish Products Offered and Productos españoles solicitados.**

50 **International Trade Fairs in Spain 1986**, by Luisa Pujol.

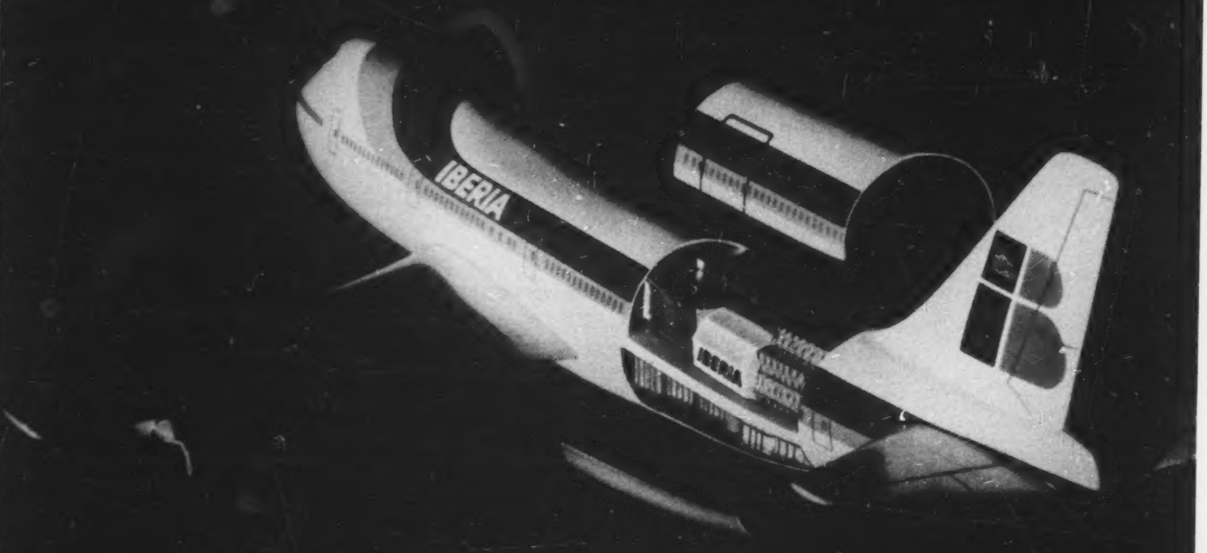
EDITOR:
SUSANA AIKIN
LAYOUT AND PRODUCTION:
DAVID O. THOMAS

COVER: A night view of the Empire State Building, the new home of the Chamber. Early in 1986, the Chamber will move to new and larger offices in the Empire State Building, at 350 Fifth Avenue. There we expect to serve the interests of Spain-U.S. trade and our members better than ever.

The Spain-U.S. Chamber of Commerce wishes all of its members and friends a prosperous, healthy and happy 1986.

Published bi-monthly, copyright 1967, as a service to its members, by the Spain-U.S. Chamber of Commerce, Inc., a non-profit organization, 500 Fifth Avenue, New York, N.Y. 10110; telephone (212) 354-7848. Subscription rates; $25.00 per year, U.S. and Canada: 5,000 pesetas per year, Spain. Printed in the U.S.A.

IBERIA'S
NEW
SPACESHIP



A new dimension in inner space. New 747 combi's to ship large cargo.

A giant step toward better cargo service.

Iberia's new 747 combi SpaceShip blasts off from New York non-stop to Madrid, with cargo shuttle service every day of the week except Wednesday.

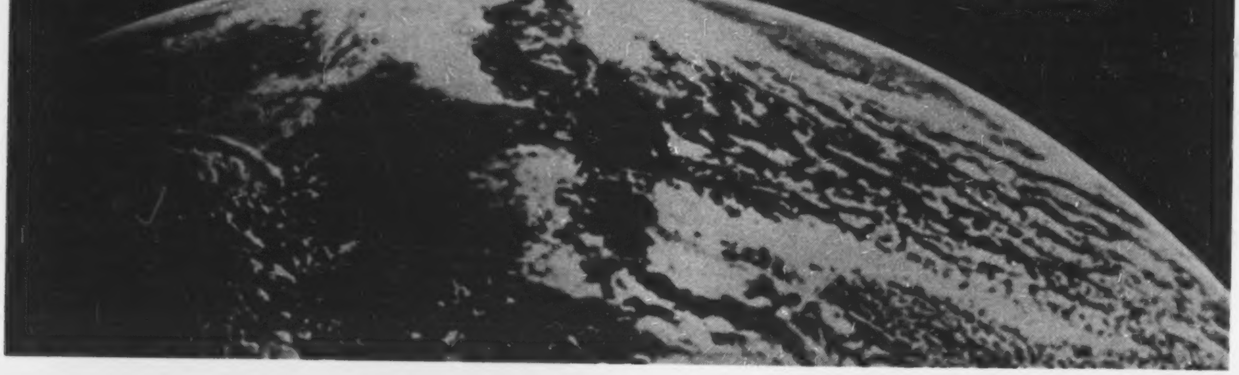
Our vast inner space reaches new heights and new lengths to meet your needs in shipping oversized payloads in one easy piece.

Iberia also has widebodies and freighter service waiting in Madrid so you've got great connections to Europe, Africa and the Middle East.

And a new direct-dial computerized reservation system that instantly confirms your shipment.

For SpaceShip information and reservations, call an Iberia SpaceShipper at 1-800-221-6002. In N.Y.C. 718-632-1240.

IBERIA
CARGO



John Davis Lodge

1903-1985

Angier Biddle Duke, also a former United States Ambassador to Spain and now President of the United States-Japan Foundation, has accepted the Chamber's invitation to write a note on the late Ambassador John Davis Lodge, his friend and colleage, who died on October 30th.

Above, John Davis Lodge with Angier Biddle Duke at a Chamber luncheon.

Right, Ambassador Duke in his office.

Although five years had passed since John Davis Lodge departed Spain at the end of his assignment as United States Ambassador, the long shadow of his greatness still lay over his successors when I assumed that position in 1965. I was able to observe for myself that his standards had become our standards; his goals, ours. I can testify that he bequeathed to us a relationship with the Spanish government that has never been surpassed, but I should emphasize that it was by the Spanish people themselves that he will be long remembered.

"Buenos Dias, Excelencia," or even "Hola Juanito," would echo down Calle Goya from passers-by and friendly cab drivers as he strode in the early morning from the Embassy residence at Lista 14 to his office at the old chancery on the other side of the Castellana. And, throughout the day, wherever he went, he had a host of admirers and well-wishers among waiters, foreign ministry bureaucrats, businessmen large and small, bankers and bullfighters.

Of particular interest was his deep continuing engagement with the well-being of the American business community. John put the highest priority on his being accessible to his fellow countrymen doing business in Spain. He presided over the monthly meetings of the American Chamber of Commerce, whether in Barcelona or Madrid. He extended that interest to active leadership in establishing the Spain-U.S. Chamber of Commerce. All this comes back to me with a rush when I think of the imprint he made on the Spain of his time.

What a terrible shock it was to hear of his death. The accounts tell us that on October 30th, he was standing at the podium in the Women's National Republican Club when he was stricken. "His stately bearing was never bent by age," as the Governor of Connecticut subsequently described him. There he was to the last on his feet engaged in a presentation of the issues of the day, as concerned and involved as ever in the problems of our world.

Such a man was for so long the Honorary Chairman and the inspiration of this Chamber. Not for long, not for very long, will we see the likes of him again.

THE CHAMBER SEMINAR:

'The Integration of Spain Into the E.E.C.

On October 16th, during the celebration of Madrid Week in New York, the Spain-U.S. Chamber of Commerce held a seminar on "The Integration of Spain Into the E.E.C." at the St. Regis-Sheraton. The seminar, with both morning and afternoon sessions, was addressed by a group of distinguished guests from the Spanish political and business worlds (see below). The large and attentive audience became active participants in the discussions, which focused on the impact of the third enlargement of the European Community on the economies both of Europe as a whole and of Spain, the new balance of economic power after the integration of Spain and Portugal, and Spain's future role among the twelve Member Countries.

GUEST SPEAKERS AND TOPICS

What is the role of the EEC as an economic group in relation to the United States and other major powers?

BÄRBEL JACOB, Economic and Commercial Counselor to the delegation of the Commission of the European Communities in Washington, D.C., joined the EEC in 1964 and has held this position since September 1982. Born in West Germany, Miss Jacob graduated from the University of Munich in 1964 with a Masters in Economics and also holds degrees from the Institute d'Etudes Politiques in Paris and the College of Europe in Bruges.

What will be the new balance of economic power after the third enlargement of the EEC, what will Spain's role be among the twelve countries?

EDUARD PUNSET is the former Spanish Minister for Relations with the EEC in the Suárez Government. He is presently Counselor and member of the board of Banco Hispano Americano. Born in Barcelona, he graduated in law in Madrid and holds a diploma in monetary economics from the Sorbonne in Paris and a Master of Economic Science from the London School of Economics.

How will the various fields of the Spanish economy be affected by Spain's entry into the EEC?

GUILLERMO DE LA DEHESA has been Secretary of Commerce of Spain in the Government of Felipe González since 1982. He holds a degree in Law from the University of Madrid, and joined the Ministry of Commerce in 1968. He has held a number of senior positions including those of Director of Foreign Assets Management at the Bank of Spain, General Secretary of the Ministry of Industry and Energy, Director of the Center for Foreign Trade Information (CEDIN) and Spanish Commercial Counselor for Southern Africa.

MORNING MODERATOR:

ANTONIO GARRIGUES WALKER is Director of the law firm of J. & A. Garrigues, which has offices in Madrid, Barcelona and New York, with one scheduled to open in Brussels. He is a former Chairman of the World Association of Lawyers and former Chairman and Director of the Asociación para el Progreso de la Dirección (A.P.D.), a present Commissioner of the Trilateral Commission, and a director of several companies. His professional expertise and keen powers of analysis contributed greatly to the success of the morning session.

The IBM experience in Spain; how has European public opinion changed regarding the social and economic role of the multinational companies?

FERNANDO DE ASUA, President of IBM Spain since 1982, is also a board member of IBM Europe. He joined IBM Spain in 1959 and has been Regional Manager for the South American area, Director of Operations for Southwestern Europe, General Manager of IBM Spain, and a board member of IBM World Trade. He holds a Master's degree in economics from the University of Madrid and a Master's in Information Systems from U.C.L.A.

How are individual companies in Spain preparing for integration into the EEC?

GRANT WILSON is a Partner and General Manager for Spain and Portugal, Price Waterhouse & Co. Born in Scotland, he qualified there as a Chartered Accountant in 1954. He joined Price Waterhouse in Bogota, Colombia, in 1957 and in 1971 became a Partner in Price Waterhouse, Middle Americas. He was transferred to Madrid in 1975 and was appointed Partner in charge of the Madrid office in 1979. On July 1, 1985 he was appointed Managing Partner for Spain and Portugal.

What opportunities and challenges does Spain's EEC membership present to the entrepreneur?

MANUEL GUASCH MOLINS, President of Fasa Renault, one of Spain's major automobile manufacturers, has also been since 1979 Director of the High Council of Chambers of Commerce, Industry and Navigation of Spain. Born in Barcelona, he graduated in law from the University of Valladolid and in economics from the University of Deusto in Bilbao. He has been Chief of Cabinet of the Ministry of Commerce and Vice Minister of Commerce, as well as Counsellor of the National Industrial Institute (INI).

AFTERNOON MODERATOR

MARCEL MOLINS is a Partner in the law firm of Baker & McKenzie, Chicago, concentrating since 1964 in the area of legal problems of U.S. companies and individuals investing and/or doing business in Spain and Latin American countries, especially in the fields of taxation, corporate law, investments and conflicts of law. Born in Spain, he graduated in law from the University of Barcelona in 1958. He also holds degrees from the London School of Economics, the Strasburg International Faculty of Comparative Law, the Loyola University School of Law, and the Northwestern University School of Law.

IN HIS INTRODUCTORY REMARKS opening the seminar, Chamber President Joseph Sanchez noted that even though during the past century there have been periods of uncertainty regarding the political status of Spain in the European continent, there is ultimately no doubt that geographically and culturally Spain has been a part of Europe thoughout history. Thus its final introduction into the European Community represents both a reaffirmation of this fact and one of the final steps toward the completion of European unity.

During the process of introduction into the EEC, he said, Spain will necessarily undergo dramatic changes in order to adapt to the new structures. However, it will face these changes with courage and probably with a rare flexibility, since the recent political and structural changes that Spain has already undergone in the last decades have equipped the Spanish people with a substantial reserve of resilience and adaptability. The so-called "transition" from a dictatorship to a democratic regime will lead directly into another transition into the European Community, one which Spain will also accomplish successfully.

"Spain has successfully completed the transition from a dictatorship to a democracy, and from a centralist state to a federal or autonomous state," pointed out Antonio Garrigues Walker, President of the Spanish Democratic Reformist Party, who acted as moderator of the morning session of the seminar. Therefore, he added, "I do not have the slightest doubt that we will successfully complete the transition from an isolated

Above, left, Guillermo de la Dehesa speaks during the morning session of the seminar.

Above, right, Bärbel Jacob discusses the role of the E.E.C. as an economic group. From left to right, Mr. de la Dehesa, Eduard Punset, Antonio Garrigues Walker, Chamber President Joseph Sanchez and Executive Director Miguel Sebastià, and Miss Jacob.

Below, the afternoon panel: (L to R) Mr. Sebastià, Manuel Guasch, Grant Wilson, Marcel Molins, Fernando de Asua, and Mr. Sanchez.

Photos by MIGUEL ZAVALA

and insecure Spain to an imaginative, protagonistic, competitive and ambitious Spain. If this comes to pass, Spain will have the right to feel fulfilled and proud, as it will have adapted to the Western world in a record period of time, without trauma and violence but with a great degree of efficiency and dignity. Spain has given, without doubt, a historical example of political maturity, and this fact must be considered when thinking about its potential and its future."

For Mr. Garrigues, a European Spain would be a very positive factor for the "revitalization of the process of the unification of Europe and the surmounting of the 'eurosclerosis' and 'europessimism' of the Community," as well as for the improvement of relations with the Latin American world and "the restoration of the balance between an Atlantic and a Mediterranean Europe, with the creation of a new axis with special influence in Africa."

Finally, Mr. Garrigues said, becoming a part of the European Community will offer Spain the opportunity to increase its internal level of demand, operate with a more comprehensive and clear set of rules, speed the solution of the Gibraltar dispute, and normalize diplomatic relations with Israel; and generally it will encourage Spain to develop its enormous potential. "As soon as Spain arises from its historical lethargy it will be difficult to curb its vitality."

During the afternoon session of the seminar, Fernando de Asua discusses the IBM experience in Spain. From left to right, Mr. Wilson, Mr. Molins, Mr. Sanchez, Mr. de Asua, and Mr. Sebastià.

For H.E. Guillermo de la Dehesa, Secretary of Commerce of Spain, the entry of Spain into the European Community will have a positive influence on Spanish imports and exports. The initial inflow of imports into the Spanish market due to the modification of the tariff system will result in a reduction of domestic prices, forcing many companies to strengthen their export programs and to offer cheaper and more competitive products for export.

"In the first year there will be an enormous inflow of European imports into the Spanish market, mainly of consumer goods and equipment," said Mr. de la Dehesa. "If in 1986 Spain does not grow, it will be difficult for imports to decrease. However, . . . in the medium term, after the first impact, import inflow will depend more on the exchange rate movement of the Spanish peseta in relation to the other European currencies."

Generally speaking, he said, in the long term the impact of joining the EEC "will be very positive, mainly due to the transition from a market of 40 million, today's figure for consumers in the Spanish domestc market, into a market of 300 million.'"

Different sectors of the Spanish economy will react differently to this initial impact. The agricultural sector will in the first four years, suffer considerably from the treaty's terms which foresee a 10-year transitional period versus the normal 7-year span.

Tourism, on the other hand, will profit immediately from Spain's European membership, Mr. de la Dehesa said, since there will be no exchange restrictions with the Community, and Spain has become a popular place for retirement and vacation for Europeans.

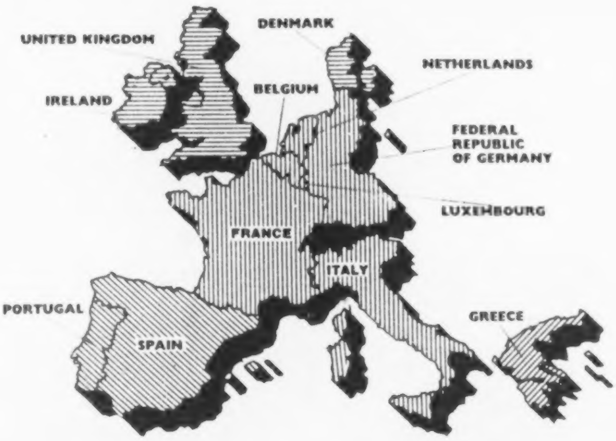
Freights and insurance will probably experience a recession when faced with more competitive EEC services, he felt, but foreign investment is expected to increase considerably, both from Spain into the

At right, Mr. Punset talks on the balance of economic power after the third enlargement of the E.E.C.

EEC and from Europe and the rest of the world into Spain.

Although H.E. Eduard Punset, former Spanish Minister for Relations with the EEC, expressed his enthusiasm at the entry of Spain into the European Community, he said that "the most important factor in recent Spanish history had been the opening up of Spanish society after 400 years of isolation," through the transition into a democratic regime. Still, he added, the Spanish public was convinced that "democracy will never been consolidated until the day we are full members of the EEC." There was, therefore, a certain amount of political anxiety involved in the desire to enter the Community. EEC membership also represents, he said, "the first liberalization of our economy since the 1959 stabilization program with the International Monetary Fund . . . And every time the Spanish economy opens up, the result has always been to our advantage."

Mr. Punset said that in his opinion the reasons for Spain's delay in entering the Community have been, basically, first, the difficulty involved in carrying out the reforms required to attain the Community's minimum standards of economic performance, without which membership could not be considered. Second, the mistaken belief that a multilateral agreement with members of the EEC was the correct political strategy for entry negotiations—"without questioning the bilateral agreements with some members, particularly France, which were going to be directly affected by our entry." Probably, added Mr. Punset, "the main merit of the Spanish Socialist Government, since the moment they were elected in 1982, was to see this question the right way. They decided to talk directly to the French."



FOUNDING MEMBERS ▥
(March 1957)
1. Belgium
2. Federal Republic of Germany
3. France
4. Italy
5. Luxembourg
6. Netherlands

1st ENLARGEMENT ▤
(January 1973)
7. Denmark
8. Ireland
9. United Kingdom

2nd ENLARGEMENT ▨
(January 1981)
10. Greece

3rd ENLARGEMENT ▧
(January 1986)
11. Portugal
12. Spain

The Chamber thanks the following for their cooperation in organizing the Seminar:

BANCO CENTRAL
BANCO DE BILBAO
BANCO DE SANTANDER
BANCO DE VIZCAYA
BANCO ESPAÑOL DE CREDITO
BANCO HISPANO AMERICANO
EXTEBANK

Above, Mr. Garrigues Walker, Mr. Sebastiá and Mr. de la Dehesa.

At right, the seminar was also privileged to hear the views of Enrique Tierno Galván, Mayor of Madrid (at microphone), who was here for the celebration of Madrid Week in New York.

An Interview with Ambassador Manuel Sassot

Spain's recently appointed Consul General in New York discusses New York, NATO, Israel, and the "image" of Spain in the United States.

Q **How do you see the role of the United States in the present international diplomatic relations?**

A The United States exercises vital influence in international relations today. Its capacity to influence is based on its demographic, economic, technological and cultural potential. Nobody will debate this fact. But it is my belief that their influence comes from a political and ethical concept shared by many human beings and countries of the world. I am quite sure that there are quite a lot of people who will disagree with me. But when one wishes to speak candidly and without demagogic slogans it is impossible to ignore the moral reasons behind many of the American political decisions.

Q **What in your opinion is the importance of the City of New York in the diplomatic world and as a center of commercial relations?**

A New York is the forum of the United Nations. If only due to this circumstance, from the diplomatic viewpoint its importance is outstanding. Very frequently, and especially during the General Assemblies of the U.N., New York becomes the capital *par excellence* of diplomatic relations. There is no Secretary of Foreign Affairs who does not concentrate in New York the most important contacts and meetings that will later on become associated with New York City in the history of international relations.

But although the political role of New York might be reduced to being a pleasant frame for almost everyone, the City is the capital of the economic and commercial world. Wall Street and Dow Jones are two concepts of a very palpable reality of magical influence. The commercial conquest of New York should be a priority in the minds of many of our companies.

If your product is introduced in New York and stays in New York there is a guarantee that it will be permanently exhibited to the rest of the world. Of course, to accomplish this is really tough, and only with an aggressive approach and a product of excellent quality can it be achieved. In this respect, the job of the Chamber in channeling and advising our exporters can be of the greatest importance.

Q **What is presently the policy of the Spanish Government regarding NATO, and what, if any, is the influence of this policy on the commercial relations of Spain today?**

A There is no correlation whatsoever between Spanish Government policy regarding NATO and Spain's commercial relations.

I have always doubted that any political attitudes can influence commercial relations. Apart from supporting the thesis of a well known English politician regarding the lack of friendship between countries, because the only thing that matters is convenience, the real truth is that agreements are signed on the basis of quality and price. At least in the free world; and we really would not wish to belong to the other anyway . . .

Q **What, in your opinion, is the importance of the Jewish community in the City of New York, and, in general, in the United States?**

A If I had not already had an opinion, the reading of two books, *A Certain People* by Silberman and *They Dare to Speak Out* by Findley, recently published, would be an eloquent testimony, although not always convincing, of the important presence and weight of the Jewish community in American life.

Q **We know you have recently been involved in negotiations for the Spanish Government with Israel. Could you kindly give us some information on the subjects discussed in these negotiations?**

A In my previous position as Director General of Foreign Policy for Africa and Continental Asia, I had numerous contacts with Israeli representatives. We did not negotiate, as that was not the point. We laid out the ground so that when the time comes to establish diplomatic relations the result of this decision may be favorable for both countries and will be understood as a relaxing factor, not a tightening one in the area. This preoccupation I believe to be the reason for the slow process.

Q **In your opinion, what kind of economic and commercial advantages will result from the achievement of negotiations between Spain and Israel?**

A Our entry in the Common Market and the relation of Israel with the E.E.C. through its preferential agreement, present a concrete and specific frame to our economic relations. We cannot foresee at this time relations with Israel from a viewpoint of economic and commercial advantages, which right now are scarce. The establishment of relations between Spain and Israel is more a renascence of connections between two cultures that have lived together and which branch out from the same tree. The rest will come by itself.

Q **How have you found the attitude of the Jewish community towards Spain?**

A Since my arrival in New York I have had three meetings with different personalities and organizations. The wellbeing of Israel is paramount to them all. From that position they wish and request the establishment of relations with the Jewish State. Thereafter, I have always met with cordiality and good disposition towards my country, which may rise considerably when they see their wishes realized.

Q **What is your opinion about the image of Spain, and what possible ways to you see of adding to the presence of Spain in New York?**

A This reference to the "image of Spain" always worries me. The country has its history, tradition, culture, *modus vivendi*, and the image of Spain is the compendium of these and other elements. Nevertheless, the mugging of an American tourist in a Spanish city will leave a "bad image of Spain." Others will not get an exact image of Spain. It sounds like a far away and picturesque land. This feeling is declining, but still exists. There are many who ignore the economic and commercial potential of the country. What can we do? Insofar as we are vitally interested in increasing our presence in the United States—and this is something of which I am positive—Spain has to come out with a permanent, coherent, and suggestive public relations office. This office should display our reality to the American public, presented in an "American" style, and thus addressed to their sensibility. We are not only what we are, but also what we appear to be. It is, therefore, most important to work for an improved result. I have many times witnessed efforts from several Spanish sectors to introduce themselves in this country. Some—the least—do so successfully. Others, because of lack of knowledge of the market they are facing, fail. To avoid this latter case, the chambers of commerce should multiply their efforts toward supportive advice and counseling.

On the other hand, I believe voluntary coordination among the organizations seeking closer ties between our two countries can be a valuable tool in the creation of a good image. Last but not least, I would underline the importance of seeing, one day in the near future, the construction along one of the great avenues of New York of a large SPAIN building which would host the meeting of said coordinating efforts and be a place where Americans can find an advance of the beauty of Spain.

Plan de acción conjunta entre la Cámara y el Consulado

La Cámara ha mantenido diversas reuniones con el Consulado de España, estudiando la posibilidad de incrementar las magnificas relaciones existentes entre ambas instituciones. En este sentido, se ha presentado al Consul General D. Manuel Sassot, un plan de acción conjunta a desarrollar a partir del próximo año.

Par Miguel Sebastiá, director ejecutivo de la Cámara, dicho plan ha de ser considerado como muy positivo. "El embajador Sassot ha captado de inmediato la importancia y la necesidad de coordinar esfuerzos para mejorar nuestras relaciones con instituciones y personalidades norteamericanas, dando la auténtica imagen que corresponde a nuestro país hoy en día".

Antonio Camuñas y Miguel Sebastiá con el Consul General.

"En el mundo moderno", añadio Sebastiá, "los países se conocen principalmente a través de las relaciones económico-comerciales, por lo que las nuevas cámaras de comercio, como punto de encuentro entre los sectores público y privado, cobran una importancia decisiva a la hora de acercar a los distintos países entre sí. Hay que hacer notar la particular importancia de las cámaras de comercio en los Estados Unidos, y en concreto la de Nueva York, como puerta de entrada al mercado norteamericano".

El embajador Sassot coincide en señalar que "la conquista de Nueva York debe ser una prioridad en las mentes de muchas compañías españolas, pues cuando se ha introducido un producto en Nueva York se cuenta con la garantia de tener un producto en exposici»on permanente de alance universal. En este sentido," termina el embajador, "el trabajo de la cámara para orientar y centrar el trabajo de nuestros exportadores, me parece de gran importancia".

Let us solve your problems

Banco de Vizcaya speaks the language of your business.

INTERNATIONAL BANKING DIVISION

Paseo de la Castellana, 110
28046 Madrid
Tel: 4112062; Telex: 22571-42382
Swift: VIZCESMM

INTERNATIONAL BRANCH NETWORK

New York Branch
400 Park Avenue, New York 10022
Tel.: 826-1540; Telex: 66199
Swift: VIZC US 33

San Francisco Agency
650 California Street
San Francisco, California 94108-2776
Tel.: 392-2530; Telex: 67534

Miami Agency
2100 Ponce de Leon Boulevard
Coral Gables, Florida 33134
Tel.: 442-9882; Telex: 441540

Nassau Branch
c/o Roywest Trust Corp. (Bahamas) Ltd.
P.O. Box N 7788 - Nassau N.P., Bahamas

London Branch
58-60 Moorgate
London EC2R 6BN
Tel.: 920-0121; Telex: 893461/2

Paris Branch
15, Avenue Matignon, 75008 - Paris
Tel. 359 55 09; Telex: 64 14 23/5

Amsterdam Branch
Herengracht 479
1001 JC Amsterdam
Tel. 26 30 33
Telex: 13582 - 16288

Bahrain O.B.U.
Kanoo Tower (Phase III)
4th floor - Tujjard Rd.
Manama - State of Bahrain
Tels.: 25 32 61, 25 33 40
Telex: 9060 Bancay

AFFILIATE BANKS IN THE UNITED STATES

Banco Comercial de Mayagüez
Avda. Ponce de León, Esquina Calle del Parque
Santurce, Puerto Rico 00910
Tel.: 724-3717; Telex: 3654259

Banquest National Bank of Albuquerque
1418 Carlisle N.E.
Albuquerque, New Mexico 87Y110

First National Bank of Santa Fe
On the Plaza
Santa Fe, New Mexico 87501
Tel: 984-7400

First State Bank of Taos
116-120 W. Plaza
Taos, New Mexico 87571
Tel.: 758-4242

REPRESENTATIVE OFFICES AND OTHER AFFILIATES

Argentina
Avda. Corrientes, 311 - Piso 12
Buenos Aires 1043
Tels. 313-9185, 313-9207
Telex: 17739

Belgium
3, Rue Lebeau
4000 Liege
Tel. 23-79-55; Telex: 41489

Brazil
Rua do Carmo, 11 - Andar, 19
Río de Janeiro - CEP 20011 RJ
Tels. 242 70 26, 242 86 06
Telex: 2132591

Chile
Paseo de Ahumada, 254-3°
Oficina, 301
Santiago de Chile
Tel. 72 66 41; Telex: 340946

México
Avda. Juárez, 4 - 705
06050 México, D.F.
Tel. 535 00 30
Telex: 1777460

Venezuela
Avda. Francisco Miranda
Edifico Torre Europa
Oficinas 7 y 8
Caracas 1060
Tels. 951 41 05 / 6; Telex: 23532

Germany
Friedensstrasse, 11
6000 Frankfurt/Main, 1
Tel. 23 32 91; Telex: 413215

Hong-Kong
Connaught Center 2,114
Hong-Kong Central
Tel. 21 63 49; Telex: 62898

Italy
Via Alberico Albricci, 9
1° Interno D. Scala A
Milan 20122
Tel. 87 55 25, 86 76 61
Telex: 322056

Japan
Yurakucho Denki Bldg. 652
7-1, 1 Chome - Yurakucho
Chiyoda-ku - Tokyo 100
Tel. 287 07 91; Telex: 29472

Switzerland
Am Schanzengraben 23
CH - 8002 Zurich
Tel. 202 36 26; Telex: 813944

Banco de Vizcaya

Gran Via, 1 - 48001, Bilbao, Spain. Tel: 416 64 00 Telex: 32040

Sustaining Members of the Chamber

Our special thanks to our sustaining members for their continued support of our Chamber and for their interest in the affairs of this organization. Their support is most welcome and much appreciated.

Amtraco Commodity Corporation
Banco Atlantico
Banco Central of New York
Banco de Bilbao
Banco de Santander
Banco de Vizcaya
Banco Español de Crédito
Banco Exterior de España
Banco Hispano Americano
Bank of America
Bankers Trust Company
Chase Manhattan Bank
Chemical Bank
John E. Codina Co.
Ensidesa
Ford Motor Company
General Cable International, Inc.
General Motors Corporation
Iberia International Airlines of Spain
International Telephone & Telegraph Corp.
Irving Trust Company
Manufacturers Hanover Trust Co.
Morgan Guaranty Trust Company
Northrop Corporation
Price Waterhouse
Puig of Barcelona
J. Henry Schroder Bank and Trust Co.
Sea Land Service, Inc.
Trasatlantica Agency
Wertheim & Company

BC

BANCO CENTRAL

su banco amigo

NEW YORK BRANCH
245 Park Avenue
New York, N.Y. 10167
Tel.: (212) 557-8100

BANCO CENTRAL OF NEW YORK
Full banking services
Main Office:
50 Broadway
New York, N.Y. 10004
Tel.: (212) 785-0700
and five other locations in the city

CALIFORNIA AGENCY
505 Sansome Street
San Francisco, California 94111

MIAMI AGENCY
800 Brickwell Avenue
Miami, Florida 33131

FULLY OWNED SUBSIDIARY IN PUERTO RICO
Banco Central Corp.
Main Office: Ave. Ponce de León 221
Hato Rey, Puerto Rico 00917
Tel.: (809) 753-2500
(Twenty-two Branches on the Island)

HEAD OFFICE
Alcalá 49 • Madrid, Spain

Prepared by PRICE WATERHOUSE
EEC Bulletin, July/August 1985
Reprinted with permission.

The Accession of Spain to the Community

Price Waterhouse has provided an excellent summary of the terms of the treaties of accession. On the following pages the legal and other aspects of Spain's joining the European Community are discussed in more detail.

Introduction

It was eight years ago, in March and July 1977 respectively, that Portugal and Spain applied for European Community membership. Following a positive response from the European Commission, negotiations began with Portugal in October 1978 and Spain in February 1979. These negotiations have now been completed with the agreement reached at the end of March 1985.

The signature of the treaties of accession took place on June 12, 1985 and both countries should officially join the European Community on January 1, 1986.

The population of the Community will increase by some 50 million to a total of 320 million inhabitants, i.e. 7% of the world's population.

Although the enlargement will significantly increase the Community's resources in all sectors, it will also have the effect of aggravating many of the Community's problems, notably in agriculture, but also in some declining industries such as steel, textiles and shipbuilding.

We examine below the economic situation of the candidate countries prior to their accession and the provisions regarding the transitional periods for the adoption of the "acquis communautaire."

THE BACKGROUND: SPAIN

Before the worldwide economic recession of the past decade, Spain enjoyed strong economic growth, made possible to a significant extent by a protective wall of tariff and non-tariff barriers.

INDUSTRY

Spain is ranked as the tenth greatest industrial power in the world and in the Community of Twelve will rank fifth. However, Spain's industrial productivity is currently about 40% less than that of the present Community, and despite recent growth wages per capity are much lower than in the present Community.

We examine below some of the main industrial sectors, and more specifically those suffering from structural overcapacity.

- **Iron and steel.** Spanish production reached 12.6 million tons in 1980 (equivalent to 9.8% of the steel produced by the Community of Nine in the same year). The Spanish export figures and the relative growth of production run counter to the pattern of Community production, which is declining.

Production and exports of iron and steel products by Spain
millions of tons

Year	Capacity	Production	Exports	% of production exported
1974	13.5	11.4	1.0	8.8
1977	15.1	11.2	3.5	31.2
1980	16.9	12.7	5.9	46.5

The Spanish authorities have undertaken to modernize and restructure this sector with a view to making it more competitive. This will become increasingly important on Spain's accession to the Community because of current overcapacity in the steel industry in the Community.

- **Textiles.** Textile production represents about 10% of GNP and occupies 12% of the industrial working population.

The level of technology in the textile industry is still very low. In its industrial restructuring plan for the textile sector, the Spanish government aims to improve productivity and quality, stimulate investment and research, and reduce the number of jobs.

- **Shipbuilding.** Despite the slump in shipbuilding (from 1.8 million gross tonnage in 1971 to 557,000 in 1982) Spain will rank second only to West Germany in the enlarged Community. Efforts are being made to diversify the activities of shipyards, improve technology and marketing, and make the industry more competitive.
- **Footwear.** The footwear industry is very well developed in Spain. It is very competitive, and so could pose a threat to the most important manufacturing countries in this sector in the Community, notably Italy and France.

AGRICULTURE

The agricultural workforce accounts for 20% of the working population in Spain, and agricultural products account for a fifth of total exports. The Community already takes about 60% of Spain's total agricultural exports, but supplies only 10% of the country's agricultural imports.

Spanish agriculture is particularly competitive in the production of fruit (especially citrus fruit), vegetables, wine and olive oil, and the accession of Spain will exacerbate surpluses in these areas. On the other hand Spain has to import dairy products, cereals and beef meat.

The Spanish agricultural sector is characterized by both huge estates and small holdings of under 5 hectares, and productivity of Spanish agriculture is below the present Community average. Great efforts have still to be made to rationalize production, extend irrigation, and exploit hitherto underused land.

Marketing and distribution networks for many agricultural products are still poor.

Fishing

Directly or indirectly, the fishing industry occupies about 700,000 people in Spain—100,000 more than in the ten current Member States together. Spain has one of the world's largest fishing fleets but has very limited fishstocks in her national waters. This has led Spain to conclude numerous fishing agreements with non-Community countries in order to make up for the shortfall in her natural resources. These agreements will have to be taken over by the Community.

Trade — EEC/Spain

A preferential trading agreement was signed in June 1970. Since the beginning of 1973, Community tariffs on almost all Spanish exports have been cut by 60%. For some goods, such as shoes and textiles, tariff reductions were negotiated in 1977 but limited to 40%.

About half of Spanish agricultural exports (citrus fruits, olive oil, some wine and other fruit and vegetables) are allowed tariff reductions of between 25% and 60%. Spanish tariff concessions cover a large part of Community exports (the average rate of tariff duty in Spain amounts to 25%. Besides using tariff protection, Spain also applies import quotas.

Analysis of Spain's trade figures shows that the Community is still its largest supplier and customer. It took 44% of the country's total exports in 1983, well ahead of Latin America (11%) and North America (7%).

As a supplier to Spain, the Community provides 29% of total imports, followed by the Middle East (21%) and North America (12%).

TREATY OF ACCESSION PROVISIONS

Industry.

With regard to Spain, the entry into the customs union will result in an eventual elimination of remaining customs duties.

It has been finally agreed that the customs union between Spain and the rest of the Community will be achieved after a transitional period of seven years (10% reduction in duties two months after the accession, 12.5% after one year; 15% for each of the two following years; 12.5% for each of the fourth, fifth and sixth years; and 10% in the last year). Quantitative restrictions between Spain and the Community will be eliminated as from January 1, 1986 except for certain sensitive products for Spain. Trade in textile products will still be subject to restrictions on control for four years and a special regime is to be provided for cars imported into Spain.

A transitional period of seven years has been provided for the adoption by Spain of the common customs tariff.

Within three years following accession Spain will have to restructure its steel industry in order to comply with Community policy, and will be allowed to grant subsidies for that purpose.

Lastly, Spain will adopt as from the date of accession the Community rules on competition and will introduce value added tax.

Agriculture

- General transitional period.
- Fruits and vegetables will be subject to a ten year transitional period. For the first four years there will be a progressive decrease of tariff duties. In a second stage, prices and external protection schemes will be progressively harmonized. In 1996 all barriers will be completely removed.
- **Supervision of trade exchanges.** All fruits and vegetables as well as certain dairy products, beef meat, wine, etc. will be subject to supervision for ten years. Indicative import ceilings will be fixed, and if these are exceeded certain measures will be implemented by the Commission.

Fishing

The Spanish fishing industry will be progressively be integrated into the Community. The Spanish fishing fleet will face restrictions on the number of trawlers that can enter specified zones and how much they can catch.

Social Affairs

All social provisions currently in force in the Community (covered by the European Social Fund) will apply to Spain and Portugal when they enter the Community.

With regard to the free circulation of workers, the present Member States will be authorized to maintain national provisions for a transitional period, submitting Spanish and Portuguese nationals to prior authorization regarding immigration undertaken in order to obtain employment. The transitional period may last for seven years.

Special provisions have been included with regard to Spanish and Portuguese workers already established in the Community with their families.

A special safeguard clause valid until December 31, 1995 can be applied by Luxembourg if necessary).

INSTITUTIONS

Commission. The number of commissioners will increase by three (two for Spain and one for Portugal).

Council of Ministers. Except where otherwise provided, the Council of Ministers votes by a majority of its members. In most cases, however, the treaties stipulate either unanimity or qualified majority. In calculating a qualified majority, Member States have the number of votes laid down in the treaties: Germany, France, Italy, United Kingdom 10 each; Belgium, Greece, Netherlands 5 each; Ireland, Denmark 3 each; Luxembourg 2.

Spain will be allowed 8 votes and Portugal 5.

In the new Community of Twelve, when the Council has to act on a proposal from the Commission, 54 votes will be required to obtain a qualified majority.

In other cases at least 54 votes will be required for a majority and they must be cast by at least eight countries.

European Parliament. The number of members of the European Parliament will be increased by 60 for Spain and 24 for Portugal. These new members will be designated either by the national parliaments or through a complementary election.

European Court of Justice. The

(CONTINUED ON PAGE 20)

Por FELIPE YANNONE

Repercusiones legales de la entrada de España en el Mercado Común: Breves consideraciones

The accession of Spain poses logical problems of adaptation of the existing legal system of Spain to a new set of laws and new and unfamiliar norms and legal institutions.

POR VIRTUD de la adhesión de España a la Comunidad Europea, el Derecho Comunitario adquirirá en España plena vigencia, pasando así a convivir con el ordenamiento interno preexistente. Ello constituye, sin duda, un fenómeno de indudable interés, no solo teórico sino también práctico.

Se plantean, en efecto, problemas lógicos de adaptación del sistema legal preexistente a los principios prevalentes del nuevo ordenamiento, y al mismo tiempo, qué duda cabe, la subsiguiente convivencia de ambos ordenamientos en el marco de un mismo Estado dará lugar a frecuentes problemas de interrelación de normas e instituciones legales.

Aparentemente, la situación se complica, aún más, a raiz de la división territorial del Estado Español, organizado a partir de la Constitución, en Comunidades Autónomas, cada una de las cuales cuenta con un sistema normativo propio.

Nos encontraremos de esta forma, ante tres ordenamientos coexistentes (el autonómico, el estatal y el comunitario) que exigirán una adecuada interrelación para su debida aplicación.

Esta interrelación va a descansar no tanto sobre el principio de jerarquía o de supremacía de un ordenamiento sobre otro sino por el contrario, sobre el principio de separación de competencias. El artículo 93 de la Constitución (redactado precisamente cara a la adhesión de España a la Comunidad Europea), permite la atribución de competencias constitucionales especificas—ya estatales o autónomicas—a una organización internacional, previa autorización legislativa de las Cortes Generales en forma de ley orgánica. Esta autorización, concedida el pasado dia 2 de Agosto de 1985, por virtud de la Ley 10/85, permite pues, a la Comunidad Europea asumir con carácter exclusivo, un poder—legislativo, ejecutivo y judicial—necesario para ordenar juridicamente las materias que caen bajo las competencias atribuidas.

Esta cesion parcial de soberania constituye el soporte juridico de la llamada "supremacia" del ordenamiento comunitario sobre las normas internas, y guarda relación con el llamado efecto directo del Derecho Comunitario. Este efecto, que alcanza en principio únicamente a los Reglamentos y a las Directivas, tiene como consecuencias las siguientes:

1) Las normas comunitarias no necesitan ser traspuestas o traducidas a normas de Derecho Interno, sino que son directamente aplicables desde su publicación en el BOCE (Diario Oficial).
2) Las normas comunitarias son fuente inmediata de derechos y obligaciones para todos aquéllos a quienes conciernen, sean Estados Miembros o particulares, que sean parte de las relaciones juridicas derivadas del Derecho Comunitario.
3) Las normas comunitarias pueden ser directamente invocables por los particulares ante los órganos jurisdiccionales de los Estados Miembros, que tienen obligación de aplicarlas.

Estas consecuencias son de una importancia fundamental, por cuanto que obligan a los jueces nacionales a no aplicar las leyes nacionales que sean contrarias a las normas comunitarias, ni a esperar que aquellas sean derogadas por los órganos nacionales competentes.

La tarea de adaptación del ordenamiento juridico español al comunitario será pues compleja y considerable, no debiendo de descartarse la posibilidad de que se produzcan ciertas resistencias a la hora de aplicar estos principios.

PRINCIPIOS DE LA COMUNIDAD

1. LIBRE CIRCULACION DE MERCANCIAS.

Los articulos 30 y siguientes de la Ley Orgánica de Autorización para la Adhesión de España a las Comunidades Europeas establecen, conforme a los artículos 9 y siguientes del Tratado de la CEE, la progresiva desaparición de todos los derechos arancelarios y exacciones de efecto equivalente que graven el comercio entre los Estados Miembros. En concreto, se establece el plazo de 8 años para la total y definitiva supresión de aranceles, estando prevista la aplicación de la última reducción del 10% el 1 de Enero de 1993.

A estos efectos, interesa destacar que tanto la correcta clasificación de las mercancias a efectos arancelarios, como la fijación del pais de origen de la mercancia y la determinación de su valor, ofrecen ciertas dificultades prácticas, que en ocasiones han sido objeto de resolución por el Tribunal Comunitario y que es previsible que den lugar a conflictos en

---

FELIPE YANNONE has been an associate of J. & A. Garrigues since 1983. He has a degree in Law from the University of Madrid and an M.A. in Corporate Law from the Instituto de Empresa in Madrid.

el caso español.

La prohibición de existencia en el mercado intracomunitario de derechos arancelarios y exacciones de efecto equivalente alcanza igualmente a los gravámenes de naturaleza fiscal que posean los mismos efectos que los derechos arancelarios. Con motivo de la aplicación del Impuesto sobre el Valor Añadido en España (Ley 2 de Agosto de 1985 y Reglamento de 30 de Octubre de 1985), a partir del 1 de enero de 1986 desparecerán el Impuesto General sobre el Tráfico de Empresas, el Impuesto de Lujo, el Impuesto español de Compensación de Gravámenes Interiores y otros de menor entidad. Desaparecerá también, la desgravación fiscal a la exportación.

Como complemento al establecimiento de las medidas arancelarias anteriores, el funcionamiento de un mercado común exige también la adopción de medidas comerciales. En este sentido, el articulo 42 del Acta de Adhesión suprime las restricciones cuantitativas a la importación y a la exportación, fijandose un plazo de 3 y 4 años para seguir estableciendo restricciones cuantitativas a la importación de una serie de productos.

La desaparición de aranceles y contingentes unida a la eliminación de la desgravación fiscal a la exportación y disminución del crédito oficial provocará, a corto plaza según fuentes de la propia Administración, un efecto negativo en nuestra balanza comercial, al incrementarse las importaciones y disminuir las exportaciones. Este efecto negativo se verá compensado, sin embargo, a medio plazo, al incrementarse nuestro mercado doméstico por diez, lo que forzará, sin duda, a una mayor competitividad de nuestras exportaciones.

Supresión de los monopolios comerciales. A partir del 1 de Enero de 1986, España deberá de adecuar progresivamente los monopolios comerciales (tabacos y petróleo) de forma que en 6 años quede asegurada la exclusión de toda discriminación entre los nacionales de los Estados miembros respecto de las condiciones de aprovisionamiento y ventas, eliminando asimismo, los derechos exclusivos de importación-exportación y ofreciendo garantias a los minoristas.

A las concesiones para estancos o gasolineras podrán optar los ciudadanos y empresas, tanto nacionales como comunitarios mientras que la importación de productos petrolíferos y de tabaco contarán al principio con unos contigentes de base que irán aumentando progresivamente hasta su total liberalización.

La supresión a los monopolios constituirá, sin duda, para las industrias españolas de petróleo y tabaco un verdadero desafio, y permitirá en algunos casos, el acceso a un gran mercado europeo.

Agricultura y Pesca. Los objetivos de la politica agriícola comunitaria se definen en el artículo 39 del Tratado CEE. Se pretende, en definitiva, incrementar la productividad, garantizar un nivel de vida adecuado para la población agrícola, estabilizar los mercados y asegurar los suministros y los precios en forma razonable.

Sin entrar en un análisis minucoso de las condiciones establecidas en el Tratado de Adhesión para cada producto es interesante esbozar unas lineas generales que nos permitan conocer mejor las repercusiones de nuestra entrada en materia agricola y pesquera:

a) Frutas y Hortalizas. Durante los 4 primeros años se mantendrán las actuales restricciones a las exportaciones españolas, que representan actualmente casi el 75% del mercado europeo, reduciéndose (según los productos) los aranceles hasta desparecer al término de los 10 años el periódo transitorio.

b) Productos europeos. La producción de productos lácteos, carnes y cereales resulta más competitiva en la Comunidad Económica Europea. En concreto, España prodrá fijar contingentes para la importación de estos productos durante los 4 primeros años, debiendo ser total la liberalización al final del plazo de transición de 7 años.

c) Vinos. Los precios de garantía de la CEE son casi el doble de los españoles, debiendo de realizarse la aproximación de precios en un periodo de 7 años. España renuncia a la práctica de mezclar caldos tintos y blancos en un plazo de 4 años. Las exportaciones a la CEE pueden verse gravadas por montantes correctores, fijándose primas al arranque de viñedos, y límites a la replantación.

d) Aceite de oliva. Se establecen ayudas a la producción, realizándose la aproximación de precios de forma progresiva hasta la reforma del régimen comunitario que impondrá techos de producción para evitar excedentes.

e) En materia pesquera España ha conseguido un acuerdo ventajoso. Asi, por ejemplo, se permite una cuota de merluza del doble de la permitida actualmente, permitiendo faenar a 300 pesqueros en aguas comunitarias (lo cual se corresponde prácticamente con el número real). Los acuerdos entre España y otros paises irán gradualmente siendo asumidos por la propia CEE, pudiendo España participar asimismo en los acuerdos comunitarios.

2. LIBRE CIRCULACION DE PERSONAS Y SERVICIOS.

Este principio, recogido en los articulos 48 y siguientes del Tratado CEE, se manifiesta a través de la libre circulación de trabajadores asalariados, la libertad de establecimiento y la libre prestación de servicios, tanto de personas fisicas como jurídicas.

La importancia práctica de la normativa comunitaria en esta materia, el recelo a que se produzca una avalancha de trabajadores españoles a los países comunitarios, justifica la fijación de un periodo transitorio de 7 años en que se retrasa la aplicación de este principio, sin perjuicio de los derechos adquiridos por los trabajadores españoles establecidos ya en los Estados Miembros. Transcurrido dicho periodo, cualquier trabajador español podrá invocar tanto la libertad de acceso como de ejercicio no discriminatorio de actividades asalariadas en el seno de la Comunidad Europea.

Al amparo de la claúsula general de no discriminación, la normativa comunitaria ha ido enumerando una serie de circunstancias en las que resulta actualmente ilegal discriminar entre los nacionales de los Estados Miembros. Así, por ejemplo, los emigrantes y sus familiares dependientes podrán disfrutar de los mismos beneficios de seguridad social y de las mismas ventajas fiscales que los nacionales del Estado en que se

SPECIAL REPORT!

S.R.C. Findings Reveal New Business Opportunities

Strategy Research Corporation

New York Hispanic Market Product Usage Study

1985

Category: GAMES & TOYS

Commissioned by:

WXTV 41 NEW YORK

Twinbridge Plaza 24 Meadowland Parkway Secaucus New Jersey 07094 (201) 348-4141

Categories:

- After Shave
- Airlines
- Appliances
- Auto Repair
- Automobiles
- Baked Goods
- Beer
- Breakfast Cereal
- Cameras
- Credit Cards
- Department Stores
- Eye Make-Up
- Fast Food
- Gasoline
- Hair Conditioner
- Liquor
- Malt Liquor
- Shampoo
- Soft Drinks
- Stereos
- Televisions
- Toys & Games
- Travel
- Wine

750 Hispanic Personal Interviews
750 Non-Hispanic Personal Interviews
* Demographics * Market Share * Brands *

To schedule a presentation of the categories important to your bottom line contact; Wayne Casa, General Sales Manager (201) 348-2863 or Frank Ilchisin, Marketing Manager (201) 348-2862.

WXTV 41 NEW YORK

Twinbridge Plaza, 24 Meadowland Parkway Secaucus, New Jersey 07094 (201) 348-4141

Represented nationally by:

SIN

New York: 460 West 42nd Street, N.Y. 10036 (212) 502-1300 — Chicago: 230 N. Michigan Ave., IL 60601 (312) 782-1129
Los Angeles: 5358 Melrose Ave., CA 90038 (213) 463-2152 — Miami: 2600 SW Third Ave., FL 33129 (305) 285-6000
Dallas: 5501 LBJ Freeway, TX 75240 (214) 980-7636 — Detroit: 30700 Telegraph Road, Birmingham, MI 48010 (313) 540-5705
San Francisco: 244 California St., CA 94111 (415) 392-2006 — DC: 444 N. Capitol St., NW, Washington DC 20001 (202) 783-9292

hallan, incluso aquellas cuya concesión sea discrecional por parte de las autoridades estatales. Tendrán también igual acceso a la formación y reeducación profesional, a los sindicatos, (incluyendo el derecho de sufragio activo y pasivo), y a la vivienda, siendo nula cualquier cláusula de convenio colectivo que imponga o autorice discriminaciones entre trabajadores de diferentes Estados Miembros.

Las únicas limitaciones impuestas al principio de libre circulación de trabajadores derivan de razones de orden público, seguridad y salud públicas, quedando únicamente exenta de esta principio el empleo en la llamada Función Pública.

La libertad de establecimiento, tanto para las personas fisicas como juridicas, como la libre prestación de servicios beneficiará enormemente la penetración de compañias extranjeras en la Comunidad Europea. El Tratado CEE exige únicamente dos condiciones para el ejercicio de este derecho por parte de las Sociedades: (i) que se constituyan conforme al derecho de un Estado Miembro; y (ii) que tengan su sede social, administración central o centro de actividad principal dentro de la Comunidad.

Estos supuestos estan incorporados en la Ley española de Represión de Prácticas Restrictivas de la Competencia de 20 de julio de 1963, Ley que se inspira y copia literalmente algunos de los párrafos del Tratado en esta materia. Merece especial atención sin embargo, el capitulo dedicado a las ayudas estatales. El articulo 92 establece la incompatibilidad con el Mercado Común de cualquier clase de ayudas estatales u otorgadas con cargo a fondos públicos que falseen o amenacen falsear la libre competencia, favoreciendo a determinadas empresas o producciones en la medida en que afectan a los intercambios comerciales con los Estados Miembros.

En este sentido, la Comisión Europea tendrá que llevar a cabo un exhaustivo exámen de las bonificaciones fiscales, subvenciones y desgravaciones concedidas a compañias españolas, asi como de las ayudas concedidas en sectores especiales como el electrónico y en industrias de interés preferente a través de la concesión de créditos preferentes por instituciones oficiales, lo que producirá, sin duda, un impacto destacado en dichas industrias.

POLITICA FISCAL

La reciente aprobación de la Ley y el Reglamento del Impuesto sobre el Valor Añadido representa en España una verdadera revolución en materia de imposición indirecta. En concreto, desaparecerán, tal y como hemos indicado anteriormente, el Impuesto General sobre el Tráfico de las Empresas (ITE), el Impuesto de Lujo, el Impuesto de Compensación de Gravámenes Interiores, y otros de menor entidad que gravan el consumo. Subsistirán, como figuras más importantes entre los impuestos indirectos, el Impuesto sobre Transmisiones Patrimoniales y Actos Juridicos Documentados, algunos impuestos especiales y derechos del arancel aduanero.

Como notas más importantes de este impuesto podemos resaltar las siguientes:

(1) El IVA grava las entregas de bienes y prestaciones de servicios efectuadas por empresarios y profesionales y las importaciones de bienes (articulo 1). Se amplia asi enormemente el ámbito de sujetos pasivos de la imposición indirecta, extendiendola a 600.000 profesionales, asi como a minoristas, agricultores, pescadores, y en general a quienes realicen una actividad comercial continuada, quienes actuarán como intermediarios para su cálculo y gestión, en tanto que será el consumidor quien soportará la carga efectiva del impuesto.

(2) Los articulos 27 y siguientes de la Ley establecen un tipo impositivo general del 12%, un tipo reducido del 6% para los productos de primera necesidad, y un tipo máximo del 33% que grava los productos considerados de lujo y los automóviles. Entre los productos sujetos al tipo del 6%, la Ley cita, entre otros, los productos alimenticios, libros, periódicos, material escolar, medicamentos, viviendas, transportes, servicios de hosteleria en general, etc.

(3) El IVA grava únicamente el valor añadido que adquieren los productos en cada proceso de transformación o comercialización. Asi, cada empresario o intermediario calcula el IVA derivado del precio de sus productos (IVA devengado) y le resta el IVA que le ha cargado a él su proveedor (IVA soportado), ingresando la diferencia o en su caso, reclamándola si resulta negativa. La facturación deberá hacerse trimestralmente, salvo las empresas con facturación anual superior a los 1.000 millones de pesetas, que deberán hacerla mensualmente.

(4) La Ley prevee un régimen de infracciones y sanciones que pueden llegar hasta el 500 por 100 del recargo omitido por cada una de las adquisiciones o importaciones efectuada sin la correspondiente repercusión.

Es interesante destacar, por último, que el IVA es un impuesto neutral, que presenta ventajas obvias en relación a los impuestos en cascada como el ITE, que discriminan aquellos productos con menor grado de procesamiento, y que ha constituido en ocasiones, un importante incentivo a la inversión, como lo demuestra su rápida expansión en más de treinta paises de caracteristicas socioeconómicas muy diversas.

Entre los inconvenientes derivados de la introducción de este impuesto en España, podria hablarse de problemas administrativos, en cuanto que la complejidad de este impuesto requerirá un sustancial proceso de adaptación en su gestión y control asi como un aumento en el indice de inflación, estimado por la propia Administración, entre un 2% y un 4%. □

PUBLICATION RECEIVED:

JOURNAL OF COMMERCE DIRECTORY OF IMPORTERS

The Chamber expresses its appreciation to the Journal of Commerce for a complimentary copy of the 1986-87 edition of its Directory of U.S. Importers.

Chamber members may consult this excellent Directory at the offices of the Chamber, or it can be purchased at:

The Journal of Commerce
110 Wall Street
New York, N.Y. 10005

Prepared by BANCO EXTERIOR DE ESPAÑA — EXTEBANK
Monthly Economic Report 7/85
Reprinted with permission.

Spain's Entry Into the European Community

BETWEEN February 9th, 1962, when the Spanish Minister of Foreign Affairs formally solicited the opening of negotiations in order to establish institutional ties with the newly born European Communities, and June 1985, when the parties concerned signed the Treaty of Accession whereby Spain was incorporated into the European fabric, 23 years have gone by. They are years that saw hopes of democracy and progress, as well as frustrations and disenchantment; while at the present time the economic and social situation and even the very concept of European unity as an ideology may well be in more delicate circumstances than at any time since the signing of the Treaty of Rome in 1959.

In fact, with GDP growth rates around 2%, industrial production sluggish, and an annual increase in prices of 6% in overall terms, as well as unemployment figures registering almost 13 million jobless, the EEC is struggling between the urgent need to modernize its productive structures—the only way to recover its former competitiveness—and the maintenance of the agricultural protectionist system and of traditional industrial sectors. Polemics between member states have weakened the élan of integration vs. nationalism, and no collective strategy has been established.

Nevertheless, the history of the development of Europe shows that the boldest and most ambitious decisions have been taken in moments of utmost pessimism. A most hopeful appraisal may thus be made of the initiative of institutional reform (the European Parliament has already approved the Treaty of European Union proposed by Spinelli, a champion of the European ideal for so many years) and the projects of collaboration in the technological field (the most ambitious one is the Eureka project). In addition, the need for closer cooperation in the field of defense has been raised again (although the neutrality of Ireland is a sensitive problem in this regard).

Allowing for this context, the enlargement of the European Community to twelve members closes an important chapter in the history of Europe and implies the beginning of a new phase in which the possibility of new accessions and the resulting disarrangements may be ruled out. This allows the outlining of a more stable framework for the decision making process, with positive effects on the Community's future.

Integration of the Spanish economy

The integration of the Spanish economy will add new problems, above all those derived from a lower grade of economic development. At the same time, some existing problems will be made worse—such as those related to unemployment, inflation, certain agricultural surpluses, and foreign relations (mainly with Latin America), thus increasing the current difficulties of the Community. Finally the domestic reforms that Spain has to undertake due to the accession (in relation to the tax and duty system, agricultural and industrial organization, and institutions) may have unfavorable short-term effects for certain economic and social sectors. However, the period of transition was established in order to offset as far as possible these negative consequences.

The incorporation of Spain and Portugal is viewed by Community countries not only as the culmination of a stage during which the process of integration may have blocked any deeper progress toward integration, but also in a positive way due to the fresh impulse that these two young democracies may give to the Community ensemble.

Spain's integration into the European Community is therefore a double challenge, both to Spanish society and, more important, as regards the achievement of a higher degree of integration and cooperation between the memberstates—the only way for Europe to maintain its position on the international stage.

As has repeatedly been pointed out, the negotiations are not to be considered as a mere introduction to the Community's reality, as from now on the efforts made in order to defend the closest interests as well as the search for solutions to daily problems will have to be nuanced in accordance with a context shared with other nations and with more ambitious prospects.

As in any other negotiation, the agreement reached by Spain and the European Communities implies that both parties gave up initial viewpoints considered optimum by their respective upholders, replacing them with others that, without being too distant from initial ones, avoid that the final agreement might arouse any definite feeling of victory or failure. One may thus assert that the agreement reached meets the initial objectives respectively aimed at by both parties, particularly in the case of Spain—which, as is frequently forgotten, applied to join an already fully constituted association.

The agreement consists of 21 chapters which consolidate in the application process rules governed by the Treaties of Paris, which constituted the European Community of Steel and Coal (ECSC) and Rome, which instituted the European Economic Community (EEC) and the European Community of Atomic Energy (EURATOM), as well as the so-called by-laws—i.e. Community rules directly applicable in Spain from the moment of accession.

Regarding the incorporation into

the ECSC, the agreement established a period of transition of three years in order that Spain may finish the reconversion of its iron and steel sector, reckoning for this purpose on financial aid from the Community from the second year on, complementary to Spain's own plans.' Likewise its EURATOM membership will allow Spain to take part in the benefits of Community policy—subsidies, information, technical assistance, etc.—from the very moment of its integration.

Accession to the EEC

Spain's role in in the European institutions will be close to that played by the so-called big countries; it will have eight votes in the Council of Ministers (against ten each for the big four), two members in the Commission, 60 seats in the Parliament, one magistrate in the Court of Justice, the right to exercise on a rotational basis the functions corresponding to the thirteenth magistrate, 21 representatives in the Economic and Social Council, and one vice president out of six in the European Investment Bank.

One must insist on the importance of the institutional participation, as after the period of transition and even in the event of a possible institutional reform of the present Communities, Spain's status—which materializes the acknowledgment of its specific significance in the European ensemble—should not be modified.

The application of the policies derived from the basic principles of the Common Market deserve a special mention according to the individual characteristics of the corresponding sectors and social and economic aspects.

In general terms, the period of transition will last seven years, fully valid for the removal of the duties presently applied by Spain in its interchange with the Community countries, the assumption of the farming policy, and the free circulation of Spanish workers and services. The Spanish workers already established in EEC countries will benefit from the date of incorporation by the same treatment as that granted to those belonging to other Community countries. A shorter term, three years, has been set for the free circulation of certain capitals—those related to the acquisition of stock exchange securities and direct investments; while a longer period, ten years, was set for the application of the Community farming policy to certain Spanish produce, horticultural products and vegetable fats and oils in the main. The period of transition will also be ten years in the case of fishing, although the present licensing system will be removed.

The liberalization of trade in certain cases, such as cars, textiles, dairy products, bread, convertible wheat, and beef, will be subject to quota restrictions during the period of transition.

Following the accession, Spain will apply the VAT and contribute to Community budgets, but it will also, right from that very moment, benefit by aid from the Regional Fund, the Social Fund, and the structural agricultural funds.

In the field of foreign relations, Spain will gradually undertake the prevailing Mediterranean Community policy with regard to the countries of American and the Caribbean and Pacific areas and adopt the system of Generalized Preferences. Likewise, it will protect itself, through quota restrictions, from certain imports from developed countries, mainly Japan.

Objections

Some views have been expressed against the results of the negotiations, arguing that a certain discrimination would be exerted against Spanish products—particularly horticultural products—in the first years of the transition period, as compared with the treatment granted to products from third countries. It is necessary, in this regard, to recall that although this assertion is true, it is a situation that will come to an end, which would otherwise have been impossible.

It has also been pointed out, as concerns the trade surplus recorded by Spain in its interchange with EEC countries, that the Preferential Commercial Agreement of 1979 was more favorable for Spain than the corresponding clauses of the present agreement. In this regard, it should be recalled that it is possible to maintain the Commercial Agreement thanks to the continuity features of the accession negotiations, whereas otherwise it would almost certainly have been revised.

Special emphasis must also be laid on a recurrent characteristic of recent Spanish economic history: fear of the liberalization of economic structures preceded the Stabilization Plan of 1959, as well the signing of the said Preferential Commercial Agreement. In both cases, however, the response of Spanish society clarified in a very short period of time any previous uncertainty, and critical and skeptical opinion were replaced by a positive attitude; and the starting situation at the present time is fortunately more favorable.

PRICE WATERHOUSE: THE ACCESSION OF SPAIN TO THE COMMUNITY

(CONTINUED FROM PAGE 14)

number of judges will be increased by 2 (one Spanish and one Portuguese). Another advocate-general will be designated.

Court of auditors. There will be one new member for each of the new Member States.

Economic and Social Committee. The composition of this Committee will be increased by 21 members for Spain and 12 members for Portugal.

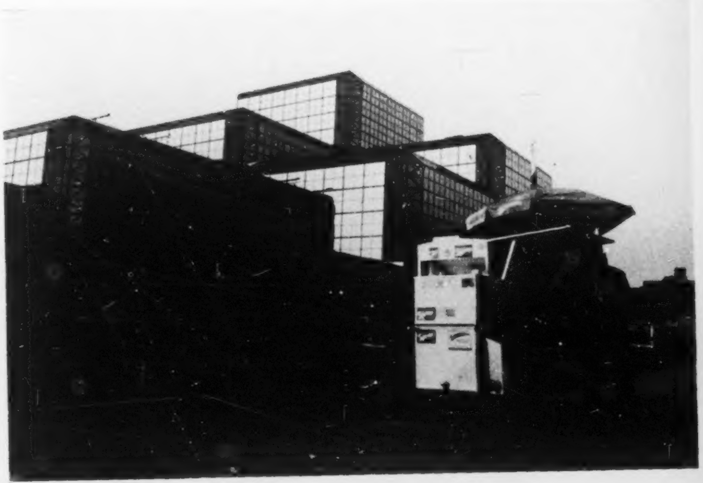
COMMUNITY FUNDS

As from the date of accession, Spain and Portugal will benefit from the aids and loans granted by the Community funds (European Regional Development Fund, European Investment Bank, European Coal and Steel Community, etc.).

COMMUNITY LEGISLATION

Except as otherwise provided in the treaties of accession, all Community rules such as company law Directives already in force within the EEC will apply immediately to Spain and Portugal.

By LUISA PUJOL
Photographs by MIGUEL ZAVALA



Jacob K. Javits Center: El nuevo recinto ferial de Nueva York

En el próximo mes de abril del año entrante, se inaugurará el nuevo centro de convenciones y exposiciones de Nueva York, Jacob K. Javits. Este centro sustituirá al Coliseum, que en los últimos tiempos no podia atender eficazmente la creciente demanda de espacio para ferias y congresos.

El nuevo centro, nombrado en honor del senador americano de Nueva York, Jacob K. Javits, será el primer edificio dedicado a uso comercial de relevancia arquitectonica en el hemisferio oeste de la ciudad y construido en dos años ochenta. La creación de este centro de convenciones responde al convencimiento de que la ciudad de Nueva York reune todas las condiciones y caracteristicas para un centro de tal envergadura, y a la necesidad de cubrir la demanda que el dinamismo comercial de la ciudad establece respecto de exhibición de mercancias y productos.

Las dimensiones del Jacob K. Javits son de 167.000 metros cuadrados bajo el mismo techo, espacio que se encuentra dividido en dos pabellones, cada uno dividido a su vez en tres salas, lo cual, se ha calculado, permite celebrar seis ferias simultaneamente en el centro. Además, el centro contiene unas cien salas de conferencia. El edificio, que se extiende sobre una superficie de unas 8.8 hectáreas, esta compuesto de un montaje de cubos de cristal que de dia reflejan la linea del horizonte de Nueva York y de noche son espectacularmente transparentes.

El responsable de este extraordinario proyecto es Ieoh Ming Pei, un arquitecto chino, quizás mejor conocido por el edificio Este del National Gallery en Washington. Pero este proyecto no se ha desarrollado exento de problemas de construcción, que en un momento parecian desmoronar las ilusiones de muchos empresarios. Gracias a unas grandes inversiones el proyecto se materializará el 1 de abril de 1986, siendo la American International Fur Fair la primera feria que exhiba en el palacio de cristal.

El impacto del Jacob K. Javits en la ciudad será inmediato. Para el expositor, tiene la ventaja de poder ofertar a un mayor número de clientes potenciales y aumentar sus ventas. Para el comprador significa poder acceder al conocimiento directo y simultáneo de toda una amplia gama de ofertas de su sector, en un corto espacio de tiempo con evidentes ventajas en cuanto a la selección de sus compras. Y por último habrá más espacio. Permitirá un nuevo planteamiento creativo hacia nuevos diseños feriales.

No obstante, existen algunas desventajas con este centro. Una de ellas es su ubicación. El Coliseum está emplazado en la zona midtown de la ciudad de Nueva York, en frente de Central Park y cerca de la Quinta Avenida. Con el Javits, enclavado en la zona oeste, lógicamente ha habido alguna que otra inquietud referente a su situación. Por ello, el Ayuntamiento ha reaccionado positivamente hacia esta objeción y ya está intentando solucionarlo. Probablemente, la zona del nuevo centro, Chelsea-Clinton, se revitalizará tal como ocurrió con la zona centro-oeste cuando se abrió el Lincoln Center. A primera vista, el lugar puede parecer inconveniente pero para el sector de moda será idóneo ya que el centro se encuentra cerca del corazón del "Garment Sector" donde se concentra el comercio textil, piel y confeccion, así como muchas sedes de fabricantes textiles.

En definitiva, el JACOB K. JAVITS servirá como punto de encuentro entre el expositor y el comprador y al mismo tiempo se destacará como un centro público de alto valor arquitectónico. □

Very soon now, there'll be a little bit of Goya in every good cook's kitchen.

Maybe they'll start with our elegant salad makers. Go on next to our beans, over to our nectars, hello rice, black bean soup. One after another, exploring the wonderful variety of tastes that say Goya—over 700 fine foods from all over the world that good cooks all over America are discovering every day. Enriching their cooking and the good people who carry our line.

GOYA
ADOBO
PURPOSE
GOYA
NET WT 10
CHICK PEAS

If it's GOYA it has to be good.

a Foods, Inc. □ 100 Seaview Drive, Secaucus, N.J. 07094 □ (201) 348-4900 □ (212) 499-40

By JOSE M. DELGADO and MICHAEL S. MENSIK

Spain and the EEC: Legal Implications of Accession for Spanish Trade Legislation

Summarizing the legal changes which will result from accession and which will produce "profound changes" in Spain's trade legislation, either immediately or following a transitional period.

Introduction

ACCESSION to the European Economic Community (the "Community") will produce significant changes in Spain's trade legislation beginning on January 1, 1986. These changes may be attributed to (i) the elimination of tariff and non-tariff barriers to trade between Spain and other Community members (the "Member States"); (ii) the harmonization of Spanish trade legislation with the Community's trade legislation; and (iii) the adaptation of Spanish external trade policy to the Community's external trade policy. Some of these changes must be fully implemented immediately upon accession; others will be phased in gradually during so-called 'transitional periods." Indeed, these transitional periods presented the greatest single obstacle in negotiating Spain's accession to the Community and constitute the bulk of the "Treaty of Accession" that Spain signed with the Member States on June 12, 1985 (see, Official Journal of the European Communities, No. L-302 of November 15, 1985).

This article examines these changes in two parts. Part A focuses on the legal changes which will affect Spain's trade with Member States. Part B considers the changes which will affect Spain's trade with non-Member States.

JOSE M. DELGADO is a graduate of the Complutense University of Madrid and and the Free University of Brussels, and practices law with the international law firm of Baker & McKenzie in Madrid.

MICHAEL S. MENSIK is a graduate of the University of California at Berkeley Law School and has rejoined the Chicago office of Baker & McKenzie after an extended stay at its Madrid office.

A) TRADE WITH MEMBER STATES

The Treaty of Rome, which created the Community, establishes three basic principles governing trade among Member States. First, Article 9(1) prohibits customs duties and other "similar charges on trade" among Member States. Second, Articles 30 and 36 substantially curtail the ability of Member States to impose "quantitative restrictions on imports and all measures having an equivalent effect." Third, inasmuch as commercial state monopolies can distort free trade among the Member States, Article 37(1) requires that such monopolies be "progressively adjust(ed)" in order to eliminate any discrimination which might exist "regarding the conditions under which goods are procured and marketed . . . between nationals of Member States." In addition to these basic principles, the Community is empowered to enact "directives" intended to eliminate other obstacles to trade among Member States, such as the so-called "technical barriers."

In general, these principles and directives have been progressively developed and implemented by the Community since its inception in 1957. Upon joining the Community on January 1, 1986 therefore, Spain will figuratively speaking "hitch itself to a passing train." In order to ease the resulting jolt, the Treaty of Accession establishes various transitional measures under which Spain will gradually adapt its trade and related legislation to these principles and directives. In addition, the Treaty of Accession contains special measures to deal with certain Spanish "free trade areas" (i.e., the Canary Islands, Ceuta and Melilla). We briefly describe these transitional and special measures below.

1) Customs Duties and Similar Charges

The Treaty of Accession establishes a general transitional period of seven (7) years within which Spain and the Member States will abolish the customs duties and similar charges on trade of industrial and consumer products. In general, Spain and the Member States must reduce the duties on such products in effect on January 1, 1985 (i.e., the "base rates"), as follows:

(i)	March 1, 1986	10%
(ii)	January 1, 1987	12.5%
(iii)	January 1, 1988	15%
(iv)	January 1, 1989	15%
(v)	January 1, 1990	12.5%
(vi)	January 1, 1991	12 .5%
(vii)	January 1, 1992	12.5%
(viii)	January 1, 1993	10%

Similar transitional periods of seven and ten years have been established for abolishing customs duties on agricultural and fish products not regulated by the "Common Organizations of Agricultural and Fishery Markets." In the case of regulated agricultural and fish products, the customs duties will be abolished as of March 1, 1986. Nonetheless, imports of such products will be subject to the so-called "Compensatory Amount System," which is intended to equalize the guaranteed prices of regulated agricultural and fish products prevailing in the Community and Spain.

In contrast to the gradual elimination of most customs duties, Spain and the Member States must abolish "all charges having an equivalent effect" on trade between them by March 1, 1986. Such charges include the Spanish "internal compensation tax." The only "charge having an equivalent effect" that Spain will be entitled to levy on imports from Member States is the value added tax (VAT), which Spain must adopt as of January 1, 1986.

2) Quantitative Restrictions and Similar Measures

The Treaty of Accession establishes that Spain and the Member States must abolish all quantitative restrictions (i.e., import quotas) and similar protectionist measures affecting trade between them as of January 1, 1986. For these purposes, the concept of "measures having an equivalent effect" has been construed broadly to include virtually any national restriction or limitation that may discriminate against imported products. For example, these measures include import licensing and certification requirements. It even has been extended to cover general economic legislation, such as price freezes.

By way of exception, Spain has been authorized to maintain temporary import quotas with respect to a limited set of products. In particular, Spain may apply certain quotas on the products classified under the following nomenclature numbers until December 31, 1989:

(i) 25.03: sulphur;
(ii) 29.03, 36.01, 36.04, 36.05, and 36.06: gun powder and explosives;
(iii) 39.02: certain plastic wastes;
(iv) 39.07: certain plastic goods;
(v) 58.01 and 58.02: carpets and tapestries;
(vi) 58.04, 58.099 and 60.01: velvet and embroideries;
(vii) 60.04, 60.05, 61.01, 61.02, 61.03 and 61.04: cotton knitwear, clothing, underwear;
(viii) 84.41: sewing machines with value of between 65 and 200 ECU's (i.e. European Currency Units);
(ix) 85.15: color television sets of less than 42 cms.;
(x) 87.01: walking tractors of less than 4000 cms^3; and
(xi) 93.02, 93.04, 93.05, 93.06 and 93.07: weapons and ammunition.

In addition, Spain may maintain certain quotas until December 31, 1990, with respect to specific products classified under nomenclature numbers 85.15 (i.e. color television sets of 42 cms or more) and 87.01 (i.e. tractors other than walking tractors of less than 4000 cms^3).

In addition to these temporary import quotas, Spain also may apply the following "measures having an equivalent effect" on certain imports from Member States:

(i) a special "surveillance" program, including quantitative limitations, for certain textile products until December 31, 1989;
(ii) a special "surveillance" program, including quantitative limitations, for certain agricultural and fish products with varying expiration dates.
(iii) the current national content requirements applicable to automobiles (i.e., 60%) until December31, 1989; and
(iv) special quantitative limitations on imports of waste and scrap metal.

The last limitation is bilateral; that is, it also applies to exports of Spanish waste and scrap metal to Member States. In addition, Member States may maintain certain quotas on exports of ash and of copper and copper alloy residues, waste and scrap to Spain until December 31, 1988.

3) Commercial State Monopolies

Spain has been granted a transitional period of six years to adjust its oil and tobacco monopolies in order to eliminate discrimination against imports from Member States. This adjustment process remains to be negotiated in many respects. In general, however, Spain has agreed to (i) abolish its state monopoly over oil and tobacco exports to Member States as of accession on January 1, 1986; and (ii) allow increasing quantities of oil and tobacco imports from Member States at reduced customs duties until December 31, 1991, when the importation of such products will become liberalized.

4) Technical Barriers

As generally understood within the Community, a "technical barrier" includes any obstacle to free trade created by differences in national legislation governing product quality, safety, packaging, labelling or technical specifications. In order to eliminate these obstacles, the Community has progressively adopted a series of directives aimed at establishing uniform principles or standards applicable in all Member States. Though this area is fraught with difficulties, the harmonization process recently was streamlined and in any event has progressed substantially, at least with respect to certain products, as indicated below. Upon joining the Community, Spain will be required immediately to adhere to the principles and standards established under this process, with minor exceptions.

(a) Industrial and Manufactured Products. The Community has established certain standards for various industrial and manufactured products. These products include motor vehicles, motorcycles, agricultural and forest tractors, measuring instruments, electrical equipment, cables and chains, textiles, fertilizers, public works machinery, and gasoline.

(b) Food Products. The Community has established various product standards regulating such matters as additives, coloring, preservatives, antioxidants, emulsifiers, stabilizers, thickening and gelling agents, food containers and labelling.

(c) Pharmaceutical and Veterinary Products. The Community has established several general principles intended to coordinate national controls on pharmaceutical and veterinary products. It also has adopted a non-binding recommendation regulating pharmaceutical testing and various proposals concerning biotechnology and other advanced technologies.

(d) Hazardous Substances. The Community has established certain classification, packaging and labelling requirements for hazardous substances, as well as specific standards for particular dangerous products (e.g., solvents, detergents and pesticides).

5) Canary Islands, Ceuta and Melilla

The Spanish regions of the Canary Islands, Ceuta and Melilla have not been included in the customs union that Spain will join on January 1, 1986, but instead will continue to enjoy their current status as "free trade areas." As a result, these regions will not adopt the common external trade policy of the Community. Nonetheless, they will be integrated into the Community's internal trade system under a complex set of rules. The principal rules are summarized below.

(a) Products originating from the Canary Islands, Ceuta or Melilla: The customs duties applied in Peninsular Spain and the Balearic Islands on imports of products originating from the Canary Islands, Ceuta or Melilla generally will be abolished as of March 1, 1986. The duties applied in other Member States on imports of such products generally will be abolished gradually over the general transitional period described in (A)(I) above.

(b) Products originating in Peninsular Spain, the Balearic Islands and other Member States. The "special tariff" applied in the Canary Islands, Ceuta and Melilla on imports of products originating from Peninsular Spain, the Balearic Islands, or other Member States generally will be abolished as of March 1, 1986. The "general tariff" applied in these regions on such imports generally will be abolished gradually over the general transitional period described in (A)(1) above.

In view of the critical role that product origin plays under these rules, Spain and the Community have agreed that before March 1, 1986, specific "rules of origin" will be developed for application to trade with the Canary Islands, Ceuta and Melilla.

B) TRADE WITH NON-MEMBER STATES

In addition to seeking to eliminate the obstacles to free trade among Member States, the Treaty of Rome requires that Member States apply a common policy in their trade with non-Member States; that is, it aims to create not only a "free trade zone" or "customs union," but a genuine "common market." To accomplish this objective, Article 113 of the Treaty of Rome vests the Community with exclusive authority to establish a "common commercial policy . . . based on uniform principles." In general, this authority may be exercised with respect to a broad range of trade related matters, such as:

> "changes in tariff rates, the conclusion of tariff and trade agreements, the achievements of uniformity in measures of liberalization, export policy and measures to protect trade such as those to be taken in case of dumping or subsidies."

Though the Member States have yet to achieve complete uniformity in their external trade policies, the Community has made substantial progress in this area. In particular, the Community has established a "Common Customs Tariff," uniform customs rules and procedures, common import and export regulations, and an extensive network of commercial agreements with non-Member States. As indicated below, Spain must implement some of these measures immediately upon accession on January 1, 1986; others will be phased in gradually over certain transitional periods. In any event, the adoption of these measures will significantly liberalize Spanish trade with non-Member States.

1) Common Customs Tariff

Spain has been granted a general transitional period of seven years within which to approximate its customs duties on imports from non-Member States to the Common Customs Tariff applied by the Community. This approximation process will coincide with the progressive abolition of customs duties on industrial and consumer products imported from Member States. Specifically, Spain must annually reduce the difference between its current customs duties on imports from non-Member States and the applicable Common Customs Tariff by the percentage and on the dates specified in (A)(I) above. By way of exception, Spain must immediately apply the Common Custom Tariff on all imports from non-Member States where the difference between this tariff and the current Spanish customs duty is equal to or less than 15 percent.

2) Customs Rules and Procedures

In general, Spain must apply the current customs rules and procedures of the Community as of March 1, 1985. These rules and procedures include, for example, rules of origin, custom territory definitions, and customs valuation procedures. By way of exception, Spain has been granted a transitional period of two years during which it may continue to apply its temporary import system on limited basis. Nonetheless, any temporary import authorization granted during this period generally must be cancelled by December 31, 1989.

3) Quotas

In general, Spain must abolish all quotas on imports from non-Member States immediately upon accession on January 1, 1986. By way of exception, Spain has been authorized to maintain temporary import quotas with respect to certain product groups, including:

(i) 37 product groups originating from any non-Member State;
(ii) 37 product groups originating from Japan; and
(iii) 46 product groups originating from COMECON.

These quotas must be progressively increased on an annual basis and eliminated by December 31, 1991. These quotas do not include textile products covered by multilateral trade agreements.

4) Used Products

Spain has been authorized to retain indefinitely its current requirement that a special authorization by obtained in order to import certain types of used products.

5) Antidumping and Antisubsidy Procedures

Spain must apply to the antidumping and antisubsidy procedures of the Community immediately upon accession on January 1, 1986. Under these procedures, the Community generally may impose countervailing duties on imports from non-Member States if (i) their sales price within the Community is found to be artificially low; and (ii) such sales are found to injure competitors within the Community.

6) Generalized Preference System

In general, Spain must apply the "Generalized Preference System" as of March 1, 1986. Under this system, the Community applies special tariff exemptions or reductions to industrial, processed agricultural and textile products imported from over 100 developing countries (including Romania and the Peoples Republic of China), subject to certain quantitative limitations. By way of exception, Spain has been granted certain transitional periods within which to apply the Generalized Preference System to various agricultural, fish, industrial and consumer products.

7) Multilateral Trade Agreements

As of accession on January 1, 1986, Spain must adhere to all multilateral trade agreements executed by the Community to which Spain currently is not a party (e.g., certain GATT agreements on dairy products and civilian airplanes). In addition, Spain must adapt its participation in those multilateral trade agreements to which both it and the Community are parties in order to conform to the Community's position.

8) Bilateral Trade Agreements

As of accession on January 1, 1986, Spain must adhere to all bilateral trade agreements executed by the Community to which Spain currently is not a party. These agreements include the preferential trade agreement executed with certain Mediterranean countries (i.e., Malta, Cyprus, Turkey and Israel) and the Third Lome Convention executed with various developing countries of Africa and the Caribbean and Pacific basins. In addition, Spain must adapt its participation in those bilateral trade agreements to which both it and the Community are parties in order to conform to the Community's position. Such agreements include, for example, the preferential trade agreement executed with the EFTA countries (i.e., Austria, Finland, Ireland, Norway, Sweden and Switzerland).

Conclusion

As indicated above, accession to the Community will produce profound changes in Spain's trade legislation beginning on January 1, 1986. In addition to the specific changes summarized above, Spanish trade practices also will be affected by various other measures which Spain must adopt upon joining the Community, such as the antitrust, consumer protection, environmental and patent legislation of the Community and the further liberalization of Spanish foreign exchange controls. Moreover, inasmuch as the Community has been vested with substantial legislative and policymaking authority, Spain will be required to adhere to such other legal measures as may be adopted by the Community in future years. In short, these factors promise to alter the Spanish business environment substantially and permanently. ☐

Iberia Introduces VIP Travel Club

Earn Free Travel Anywhere Iberia Flies

On November 1st Iberia Airlines introduced the VIP TRAVEL CLUB, a unique bonus air travel program which can earn members free travel anywhere Iberia flies around the world. Unlike other "frequent flyer" programs, with Iberia all passengers are benefited, whether frequent or infrequent flyers.

Here's how it works: Members of the VIP Travel Club are eligible to earn up to 400 bonus dollars each time they take a round trip trans-Atlantic flight either to or from the continentaly U.S. on Iberia's regularly scheduled service. Members selecting Grand Class service receive 200 Bonus Dollars each way. Preference Class passengers receive 100 Bonus Dollars each way, and Economy Class passengers receive 75 Bonus Dollars each way. Bonus Dollars can be earned on any transatlantic flight to or from the United States when tickets are issued in the U.S., with certificates awarded immediately after verification of each flight. Members, their spouses, or even their children can take advantage of Bonus Dollars instantly—like cash—towards the purchase of future travel anywhere throughout Iberia's extensive worldwide network including 23 cities in Spain, 25 cities in Europe, and 22 cities in Africa and theMiddle East. Or, if they choose, members can accumulate their Bonus Dollar Certificates for up to two years for an ever larger discount or even free travel. Bonus Dollars will be redeemable toward the purchase of tickets at any authorized travel agent or at any Iberia ticket office in the United States.

To join, ask your travel agent or send for a free VIP Travel Club Kit at the following address:

Iberia Airlines — VIP Travel Club
97-77 Queens Boulevard
Rego Park, NY 11374

Iberia
V.I.P.
Travel Club

Bonus Dollar Certificate
Request Form

Name (Print)

Address

Name of Travel Agent

Name must agree with name on passenger ticket

Date	Flight No.	Class of Service	From	To

Passenger Signature

IBERIA
AIRLINES OF SPAIN

From SPANISH TRENDS
A Monthly Economic Publication on Spain
REPRINTED WITH PERMISSION

EEC Agreement Reached; New Challenges Loom Ahead

THE WAITING is finally over. At the end of March, Spanish and Community negotiators knocked down the last barriers to Spain's membership in the EEC. If the formal accession treaty can be drafted by June—which, Spanish and EEC negotiators assert, is likely — and then rammed quickly through member country parliaments for ratification, Spanish membership in the enlarged European Community should be a reality by January 1986. Spain's willingness to make concessions on agriculture in return for a less onerous agreement on fishing finally unblocked the negotiations. Agreement was also reached on Spain's contribution to the European Development Fund (Ecu 500m), which will be tied to the formulation of some sort of more comprehensive aid scheme covering Spanish economic cooperation with Latin America.

Despite being bombarded with information on the progress of the negotiations, the average Spanish citizen is still not sure just how EEC membership will affect him or her. Joining the Community is universally perceived as "a good thing," which while being beneficial for agriculture will represent a challenge for industry. But beyond this general view, as well as a vague feeling that membership will enhance Spain's democratic image, most people have little specific idea of how entry will affect them.

Fast tariff cuts. On the face ot it, it does indeed seem as though industry will get the worst of it when Spain enters the Common Market next year. Although the seven-year transition period is long, the accession agreement provides for a considerable amount of front-loading — some 52.5% of the reduction in Spanish tariffs must be accomplished in the first three years after entry.

The weak structural position which Spain's high tariff walls were designed to shield will weigh heavily on industry initially. While Spanish hourly wages are considerably lower than the Community average, so is productivity. Together with the fact that employers' social security contributions add another 30% to wage costs, Spain comes out above the European average in terms of unit labor costs, which is a more relevant measure for examining business profitability than hourly wages alone. In addition, Spanish firms tend to be smaller than their European counterparts, a legacy of the years of autarchy when they produced basically just for the domestic market. Undercapitalization and a heavy debt burden can also be added to the list.

Still, depending up what the government does with tax and exchange rate policies, Spanish firms may be shielded from the full blast of EEC competition a bit longer. Spain will not join the European Monetary System (EMS) for the moment. This will leave the government free to partially offset the impact of the tariff cuts, if necessary, by keeping the exchange rate of the peseta weak vis-à-vis Europe. This would have the added effect of making Spanish exports more price-competitive in European markets. There has also been talk of using a portion of value-added tax (VAT) revenues to reduce employers' social security contributions as a way of lowering total labor costs. Such alternatives would soften the initial impact of EEC entry on Spanish industry, but in the long run they are only delaying tactics; Spanish industry will have to adapt to the more competitive environment. This will mean rationalizing product lines as well as revamping productive structures in many parts of industry. It will also undoubtedly mean an increase in unemployment. Most business people accept this as inevitable.

A farming bonanza. In contrast to the concerns of the industrial sector, Spanish farmers should be rubbing their hands in anticipation of the higher prices which EEC entry will mean for most farm products, with the noticeable exception of sugar and so-called "continental" products such as dairy produce, meat, and cereals, in which Community producers enjoy a price advantage. The transition period finally fixed for agriculture is a long one—10 years. But the gradual approximation of Spanish and Community agricultural prices, much of the cost of which will be borne by the already strained Community coffers, will leave the Spanish farm sector progressively better off.

Taking olive oil as an example, official price support for Spanish output will rise over the 10-year transition period from its present level of Pta. 12 per kilo for the guarantee price, to the Community level of Pta. 88 per kilo—that is, a guaranteed increase of Pta. 7.6 per kilo each year, using 1985 prices. In addition, the intervention price will also rise, by roughly Pta. 5.75 per kilo each year as well.

VAT to add to inflation. EEC entry will also touch the average Spaniard directly through its impact on inflation. Government experts expect the imposition of VAT to raise the rate of inflation by 2-3 points in 1986. VAT will replace some 24 other taxes, the most important of these being the cascade tax on industry and commercial transactions and the luxury tax. The inflationary impact of the introduction of VAT comes from the fact that in most cases it means an increase in tax rates, as well as implying a wider base. In addition, in some countries, depending upon what the market will bear, some retailers have also used its introduction as an excuse to fatten profit margins. Hence its precise impact on inflation is difficult to measure.

Over the long run, Spaniards will also feel the pinch of higher food prices as Spanish agriculture becomes fully integrated into the Common Agricultural Policy price support net. Still, the prices of manufactured goods could trend lower. But this will depend upon the exchange rate and whether suppliers of EEC imports pass forward the benefits of lower tariffs to consumers.

Other issues which were settled in the final round of negotiations in March were the free circulation of labor and Spain's contribution to the EEC budget. Spaniards and their families now working in EEC countries will enjoy the same treatment as nationals of those countries, but new workers wishing to emigrate to EEC countries will face a seven-year transition period. As for Spain's contribution the Community budget, the country will receive a partial rebate during the first seven years after accession equivalent to 87% of the VAT contribution in the first year, which will decline to 5% by the seventh year. Ironically, despite being one of the less well-off Community members, Spain is forecast to be a net contributor to the Community budget during the first seven years after entry, hence the rebate.

The terms of accession hammered out in the endless hours of negotiations since Spain applied for membership in 1977 are really only a beginning. Accession will bring intense change to Spanish society as well as the economy. It will also mean that the European Commission can at last get on with the long-neglected task of reforming the Community itself. □

From SPANISH TRENDS
A Monthly Economic Publication on Spain
(May,1985)
Reprinted with permission.

Two Private TV Networks Likely to be Approved

THE FIRST two privately-run television networks in Spain are likely to be approved before the end of the year, government officials said last month in Madrid, thus confirming that the socialist cabinet intends to follow through on promises made by Prime Minister Felipe González. Private TV is an old yearning of Spanish public opinion, which has become disenchanted with the low quality and frequent political bias of the two state-run channels. The two new channels will also mean new business opportunities—and risks—for Spanish and foreign broadcasters, advertisers, and program producers.

Little is known of the legal framework the government intends to propose in the bill on television which it will send to the Cortes (parliament). There was early talk of adopting the "British model"—i.e., independent commercial television controlled by a government-appointed Independent Broadcasting Authority with large powers to oversee and authorize programs and advertising content, and regional license-holders to exploit the system. This model was decried by private enterprise

Wary of government controls. The subject of political control remains the touchiest one, given the precedents of constant government meddling with public television in Spain. The very idea of limiting the number of networks to two—with an initial refusal on the government's part to even consider the possibility of awarding any licenses for local TV stations in addition to those two national networks—has elicited criticism on the part of newspaper publishers and radio broadcasters interested in moving into the television field. They say that such a refusal is proof that the government is really concerned with political control—something that is easier to attain with networks that are tied to state-owned transmitting facilities than with smaller local stations in the nation's largest cities.

While the subject of freedom of expression on the airwaves is the cause for much of the initial concern, potential broadcasters are paying just as much attention to the business aspects, from the creation of new companies to compete for the future licenses to the evaluation of the real chances private television has of succeeding in a country where the state-run channels are thoroughly commercial and gobble up in excess of Pta. 60 billion in advertising revenues a year.

The government has clearly told existing companies in the communications field that they would be favored to receive a TV license — if they were to unite to form large joint ventures with enough "pluralism" to make the choice "acceptable to all." The first such attempt at the joint venture scheme, however, has been controversial and may have ended all chances of official approval for a single private network backed by a sizable chunk of Spain's publishing and broadcasting industry. (Commercially, a single network is a more attractive proposition than two networks competing for a diminishing slice of the meager advertising pie with the two state channels).

The PRISA project.

Earlier this year, Promotora de Informaciones (PRISA), the company which publishes the successful *El País* newspaper, set about to attract partners to a joint private-TV venture. The company, under the chairmanship of Jesús de Polanco, simultaneously created a television subsidiary, Sogotel, and bought 25% of the stock of Sociedad Española de Radiodifusión (SER), the nation's oldest, largest, and most successful private radio network.

Other newspaper companies balked at the overtures. They objected to the idea that PRISA and SER would be the largest shareholders in the new venture—a position justified by their respective rankings as the country's largest newspaper and radio companies. "If all they want is a bunch of partners who will bring in capital and have no say in the operation, they might as well call on the banks," said one of the prospective, and disgruntled, partners.

When PRISA's "disembarkment" in SER was blasted by other media as "a blatant case of concentration in the information field," *El País* replied last February by publishing confidential (and later disputed) data on the large debt incurred by its competitors with the tax and social security authorities. Something close to a breaking point was reached. The

We've made it easier to be successful... in Spain, South America, the World...

BANCO HISPANO AMERICANO NEW YORK BRANCH

Located in the heart of one of the world's foremost financial centers

Doing business anywhere depends on businesslike advice and up-to-date information, the kind only a strong European bank with over three-quarters of a century of experience in domestic and international banking can provide.

Founded in 1900, Banco Hispano Americano has that expertise.

As one of Spain's largest banks, with deposits of over $11 billion, Banco Hispano Americano has an information gathering network of international scope with a host of worldwide offices in addition to over 1,300 branches in Spain.

BANCO HISPANO AMERICANO

Your success is our business

New York Branch
Olympic Towers
645 Fifth Avenue
New York, N.Y. 10022
Tel: (212) 486-8170

International Headquarters
Banco Hispano Americano
Marques de Villamagna 3
Madrid, Spain
Tel: 435-8440

government had ample excuses to freeze plans for private TV. However, over the past two months contacts have been renewed.

The idea of two networks may have been one of the results of the ruckus. If there ever was any notion of giving a single license to the PRISA-led conglomerate—a notion favored in government circles, as *El País* is a left-of-center daily — it was quickly shelved in view of the violent dispute.

Many financial if's.

As things stand, PRISA still has the most advanced project and is honing its list of partners. Antonio Asensio, a successful Barcelona-based publisher, has been reputed to have the inside track to a second license. His Grupo Z publishes the mass-circulation weekly *Interviu*, the newsmagazine *Tiempo*, and the popular daily *El Periódico*.

Whoever is finally awarded the first two licenses will have to compete with the established 30-year-old Televisión Española (TVE), the state company. There are no plans to replace the current financial scheme of TVE, based on advertising revenue, with a viewers' tax or fee comparable to Britain's. Economic hardship for all thus looms as likely. It is believed by operators that the advertising pie can grow to some extent—but basically the existing market will have to be shared by a larger number of competitors.

"We believe that the start-up outlay for a TV company will have to be between Pta. 10 billion and 15 billion (about $62-$93 million), just for basic investment and to resist a period of losses that will probably last two or three years," says Javier Baviano, the managing director of PRISA. Mr. Asensio, on his part, has stated that a private network can operate and survive with less than one tenth the work force of TVE, which numbers more than 12,000 employees.

Much will thus depend on how successful the new networks are in "stealing" advertising revenue from TVE. Some believe that a large loss in revenue might indeed force the state network itself to ask for a viewers' tax and accept, at least, a reduction by law of the amount of ad space and revenue it is allowed to have.

Carriers and programs

Many technical aspects remain to be settled. The dynamic Compañía Telefónica Nacional de España (CTNE) is eager, not only to be the carrier for the new networks, but even—as CTNE officials privately concede—to be a partner in one or both of them. Since the company is a mixed-capital, state-controlled concern, most of the private operators object to that part of the CTNE plans. But the company will, one way or the other, play a decisive role in the development of private television.

One aspect to be, possibly, regulated by law is the minimum required content of Spanish-made programming the new networks will have to carry. This will no doubt affect the future relations of both companies with foreign networks and program purveyors. To date, there has been remarkably little contact between the fledgling Spanish promoters and foreign colleagues. Spokesmen for Italy's Canale 5 deny any contacts with Spanish companies, and PRISA admits that "only some very exploratory" contacts have been made between its Sogetel subsidiary and an American network, CBS.

Just when government officials are hinting that the TV bill will be in parliament before the summer break and the law approved before year's end, the private operators still appear to be groping for some very basic business decisions. At least, they are keeping their plans a very deep secret. ☐

"Spanish Trends" Reports on Spain

SPANISH TRENDS, launched in January 1985, is an authoritative monthly report on Spain which encompasses all relevant information on business, banking, the economy, politics, labor relations and social developments in our country. It is published in connection with EUROLETTER, our eight-year-old weekly business newsletter in Spanish.

And now, SPANISH TRENDS offers its new INSIGHT TO SPAIN foreign executives' program, a seminar for executives who need to acquire swiftly and reliably an ind-depth knowledge of Spain.

In this our tenth year, EUROFORUM is creating CENTRO DE FORMACION EUROFORUM, its new training center. This is a unique facility — a Castilian building in the Guadarrama mountains, 30 minutes from downtown Madrid, fully equipped for seminars and conferences lasting one or more days.

Our foreign executives' programs will be conducted there, as have been such main EUROFORUM seminars of the past academic year as the meeting on The Present and Future of Spain's Financial System in November, which was opened by the Governor of the Bank of Spain, Mr. Mariano Rubio and which will be followed on March 4-5, 1986 by a complementary seminar on Financial Instruments, Products and Markets.

Also, the 10th edition of our Executives' Training Program is taking place through June 1986.

If you are interested in receiving further information on our programs and publications, please use the form below.

SUBSCRIPTION ORDER FORM

Return this form to:
SPANISH TRENDS
Arroyofresno 19
28035 Madrid, Spain

☐ Please enter my one-year subscription (12 issues plus special reports) to SPANISH TRENDS at the rate of U.S. $505.00. Payment by cashier's check is included.

☐ Please send me one free issue of SPANISH TRENDS so that I may become acquainted with your publication.

Please send SPANISH TRENDS by air mail to my address:

COMPANY ____________________

NAME ____________________

POSITION IN COMPANY ____________________

STREET ____________________

CITY ____________________

COUNTRY ____________________

TELEPHONE ____________________

Signature ____________________

By E. BROWNELL JOHNSTON (New York) and ANTONIO ORTEGA (Madrid)
Partners, Arthur Andersen & Co., S.C.

Spanish Exchange Controls: A Brief Summary

Some basic information about Spain's exchange controls, continuing a series of articles which began with the discussion of the Spanish tax structure in our last issue.

LEGISLATION AND ADMINISTRATION

Exchange control and inward and outward investments are governed by the Exchange Control Law 40/1979 (partially amended by Organic Law 10/1983), Royal Decree-Law 2/1985, Royal Decrees 2236/1979, 2402/1980, 622/1981 and 1042/1985, and Decrees 3021/1974 and 3022/1974. They are administered either by the Ministry of Economy and Finance or by the Directorate-General of Foreign Transactions, depending upon the amount involved.

SCOPE OF EXCHANGE CONTROLS

Exchange controls apply to all acts, business transactions and operations between residents and nonresidents involving or giving rise to payments abroad or receipts from abroad.

For exchange control purposes, individuals are deemed to be resident in Spain if they are domiciled, or reside mainly, in Spain. Legal entities with registered offices in Spain and the establishments and branches in Spain of foreign legal entities or individuals resident abroad are likewise resident in Spain for exchange control purposes.

Nonresidents for exchange control purposes are individuals domiciled abroad or whose principal residence is abroad, and legal entities with registered offices abroad.

Spanish nationals are deemed to be resident in the absence of proof to the contrary, and foreign nationals are deemed to be nonresident unless they hold official residence permits.

GENERAL ASPECTS

Penalties include fines ranging from Ptas. 10,000 to ten times the amount involved, imprisonment, and/or the confiscation of the money or item with respect to which the offense was committed.

Payments abroad with respect to invisible transactions are normally unrestricted. The control system is flexible and occasionally involves no more than an administrative check after the event. Unrestricted transactions which must be reported to the authorities include the purchase of copyright, film revenues, and the expense of repairing and installing machinery. Certain transactions, e.g. technical assistance and licensing agreements, require prior authorization but related payments are unrestricted and need only be reported to the authorities if they exceed a certain amount.

The main types of bank accounts for individuals and legal entities are:

- "Ordinary peseta" accounts (residents only). The funds can not be used abroad and are not freely transferable.
- "Internal peseta" accounts (nonresidents only). Credits arise mainly from sales of convertible foreign currencies and from payments by residents which are transferable abroad pursuant to current regulations or to a specific authorization. The funds can be used to buy convertible foreign currency and to make payments to residents.

INWARD INVESTMENT

Foreign investments in Spain are defined as those made by:

- Foreign individuals (except for investments made with ordinary pesetas by foreign nationals resident in Spain).
- Foreign legal entities.
- Spanish nationals resident abroad.
- Spanish legal entities more than 25% owned by foreign nationals.

The owner of a foreign investment which has been made in accordance with the law may remit abroad the income thereform and the proceeds of sale without restriction.

Pursuant to Royal Decree 1042/1985, foreign investments of all kinds made with an external monetary contribution are generally unrestricted.

However, investments which prior to the effective date of this Royal Decree required prior administrative authorization or verification (direct majority investments in the capital of the Spanish company, portfolio investments involving the purchase of listed shares and signifying majority ownership of the capital of the Spanish company, business activities of nonresidents involving the formation of branches, establishments, etc., and certain property acquisition) still require verification by DGTE. This verification by DGTE normally involves only the recording of data for statistical purposes and checking that the investment concerned does not relate to operations excluded from scope of application of the Royal Decree. If DGTE does not reply within 30 days, the projected investment will be deemed to have been verified and to be proper for all effects and purposes.

However, the Administration may exceptionally withhold the general authorization referred to above for projected investments requiring verification whose nature, amount, reason, or financial characteristics may give rise to prejudicial consequences for Spanish national goals.

The following types of investments are excluded from the scope of application of the Royal Decree mentioned above:

- Foreign investments not made with an external monetary contribution. For these investments the earlier legislation continues to be applicable, i.e. prior administrative authorization is required if any of the cases mentioned earlier is involved.
- Foreign investments in activities relating to national defense; such investments are prohibited without exceptional authorization from the Spanish Government.
- Foreign investments in Spanish utility companies. Prior adminis-

trative authorization is required for such investments if the foreign holding exceeds 25% of the capital stock.

- Foreign investments made in industries regulated by special legislation. In such cases, regard will have to be had to the limits and requirements established by such special legislation. Industries for which special legislation is in force include the production of films, mining, hydrocarbon investigation and operations, banks, insurance companies, oil companies, air transport, shipping companies, concessions for the use of publicly owned waters, companies which are contractors to the state, and radio and television broadcasting.

Foreign-owned Spanish companies, whatever the percentage of foreign ownership, can borrow peseta funds on the Spanish domestic money market under the same conditions as all other Spanish entities. Branches in Spain can not borrow locally or receive funds from their head offices without prior authorization.

Loans from nonresidents must be specifically authorized. Financing loans in foreign currency for not less than one year are deemed to have been authorized if no reply is received to the application within 15 days.

OUTWARD DIRECT INVESTMENT

Direct investment abroad is defined as the acquisition of a holding in a foreign company, the carrying on of a business through a branch, agency or other establishment, and the making of financing loans to foreign subsidiaries for five years or more. Direct investments do not require prior authorization unless the corporate purpose of the investee company is the acquisition and holding of securities or the acquisition, holding and exploitation of real property.

An investment in a foreign company or legal entity will be deemed to be a direct investment if the Spanish investor exercises effective influence on the management of the foreign investee, which will be deemed to be the case where:

- Spanish ownership is 20% or more.
- the Spanish investor takes an active part in the management of the foreign entity or exercises effective control of it; or
- the foreign company makes extensive use of the Spanish investor's technology.

Such a transaction must be reported to the exchange control authorities; if no reply is received within 30 working days, the investment is deemed to be authorized for implementation during the following six months.

All receipts and payments relating to an investment by a Spanish national or entity abroad must be channeled through an authorized bank, and the relevant documents (e.g., the share certificate) must be deposited with the bank. The Spanish investor must also submit an annual report on the progress of the investment to the exchange control authorities.

Income from overseas investments must be repatriated and converted into pesetas within 15 days. It may, however, be reinvested, provided that the initial percentage of ownership in the foreign entity is maintained.

OUTWARD PORTFOLIO INVESTMENT

The acquisition by banks, savings banks and insurance companies of securities listed on a foreign stock exchange is, subject to certain limits, unrestricted. Also unrestricted is the acquisition by parties resident in Spain of foreign-currency fixed-interest securities listed on a foreign stock exchange and issued by Spanish legal entities or multilateral international agencies of which Spain is a member. Other investments must be specifically authorized by the Director-General of Foreign Transactions if the investment does not exceed 100,000,000 pesetas and by the Ministry of Economy and Finance otherwise.

IMPORTS AND EXPORTS

Import licenses, valid for six months (unless otherwise specified), which set out the main features of the transaction, are generally required and entitle the importer to purchase foreign currency to pay for the goods on the terms and conditions set out in the license. The usual period for payment is three months, but it may be extended to three years for imports of capital equipment. Certain goods can be imported without restriction.

Exports generally require an export license setting out the main features of the transaction, including the due date for payment. Payment must be collected in foreign currency within one month of the due date.

The consideration payable by the foreign purchaser must be in foreign currency traded on the Spanish foreign exchange market, and payment must normally be made within six months. Any commission payable should not normally exceed 5% of the value of the exported goods.

Export licenses may be issued enabling the exporter to make unlimited shipments of the goods covered by the license, e.g. seasonal products such as fruit. Open export licenses permit an exporter to make an unspecified number of shipments up to the maximum licensed quantity. Special export licenses may also be issued for particular transactions.

MONETARY ALLOWANCES

Spanish residents traveling abroad may use credit cards, and may take with them foreign currency up to the following limits (any excess requires prior authorization):

- Ptas. 120,000 per person per trip (with a maximum of Ptas. 480,000 in any one year) if the journey is not for business.
- Ptas. 300,000 per person per trip (with an annual maximum of Ptas. 2,100,000) if the journey is for business. If the trip is on behalf of the company, there is an additional limit of Ptas. 10,500,000 per company per calendar year.

All travelers from Spain can take up to Ptas. 100,000 with them. Travelers entering Spain can bring in foreign currency and pesetas without limit but residents must convert that currency into pesetas within 15 days of arrival.

RESIDENT ALIENS

Foreign nationals resident in Spain are generally treated in the same

(CONTINUED ON PAGE 45)

Prepared by PRICE WATERHOUSE
Client Memorandum, September 1985
Reprinted with permission.

The Introduction of the Value Added Tax (VAT) in Spain

On July 23rd, 1985, the Spanish Parliament passed the Law introducing Value Added Tax (VAT) into Spain, *as of January 1, 1986.*

In so doing, Spain fulfills the obligations assumed both in its negotiations for acceptance into the European Community and for adherence to GATT norms.

The structure and scope of VAT, as established in the new Law, are similar to those of the other countries of the European Community, so as to comply with the EEC's Sixth Directive.

VAT will be replacing a number of taxes (turnover tax, luxury tax, tax on non-alcoholic drinks, equalization taxes, etc.), and is a tax on general consumption which will coexist with certain taxes on the consumption of specific goods (petroleum, tobacco, alcoholic beverages), as is the case in the other EEC countries.

The transactions subject to the tax are the transfer of goods (and similar transactions), the rendering of services (and similar transactions), and imports.

Exportation is exempt from this tax, although the exporter has the right to deduct the tax borne on his inputs (tantamount to applying a zero rate on exportation.

Exempt transactions. The few remaining exempt transactions, generally applying to services (health and education, insurance, financial, second-hand disposal of buildings, etc.) are strictly in accordance with the EEC regulations, and the VAT borne on the inputs cannot be deducted.

The tax is to be applied in the Spanish peninsula and Balearic Islands. The governments of the Basque Country and Navarre will probably be given autonomy for the administration of the tax in their areas. On the other hand, the indirect taxation system to be applied in the Canary Islands, Ceuta and Melilla has yet to be defined.

The tax base varies according to whether the transactions are internal or imports.

For internal transactions the tax base is composed of two elements: the total payment (price paid for the goods or services and transportation, insurance, interest received, etc.) and the amounts of any taxes, with the exception of VAT, applying to the transaction.

For imports, the tax base consists of three elements: customs value, customs and excise taxes on the transaction, and all expenses until the arrival of the goods at their final destination.

Tax rates. The VAT Law establishes three tax rates for the different types of goods or services:

a) An "ordinary" rate of 12%, applied to regular goods and services;

b) a "reduced" rate of 6%, applied to basic necessities (among others, food, agricultural products, books, medicine, etc.); and

c) an "increased" rate of 33% applied to luxury goods and services (vehicles, with certain exceptions, recreational boats and airplanes, jewelry, luxury furs, etc.). It is expected that, in the future, the Budget Law may modify these tax rates.

As in the EEC, the taxpayer may deduct from the VAT, to be paid on his "outputs," the VAT borne on his "inputs." The balance will either be payable to the Treasury, or if it is in favor of the taxpayer, he may either compensate the amount in later tax returns or request a refund from the Tax Administration.

Requirements. The right to deduct is limited by a series of requirements:

a) **Subjective** — Only those that, carrying out a business or professional activity, have presented the appropriate "declaration" of activity shall be allowed to take this deduction.

b) **Formal**—For the taxpayer to take the deduction he must justify that he has borne the tax, on the corresponding purchase invoices.

c) **Procedural** — The deduction is taken by compensating the amounts of VAT borne on purchases with the amounts accrued on sales within the same tax period.

d) **Objective** — The right to deduct the VAT borne on the acquisition of goods and services is limited to those goods and services that are necessary and utilized to carry out the business or professional activity. Specifically, Article 33 of the Law lists a series of acquisitions of goods and services which do not give rise to the right to deduct (automobiles, recreational airplanes or boats; travel; hotels, restaurants or entertainment; goods or services subject to the "increased" rate; entertainment of clients, employees or third parties.

Furthermore, the goods and services acquired must be utilized for a business or professional activity subject to the tax and not exempt (with the exception of the exports, which, in any case, even though exempt give rise to a deduction.

Special rules. Certain special rules exist governing deductions for companies which carry out different activities or for companies which carry out certain activities that are subject to the tax and others that are exempt. In the second case, the company can only deduct the VAT borne on its acquisitions in proportion to the percentage of its activities subject to the tax (the so-called **"pro-rata rule"**). Thus, for example, if 60% of its transactions are subject to the tax and 40% are exempt, only 60% of the VAT borne on purchases can be deducted. This rule requires that, at the beginning of the calendar year a provisional rate be applied (which will be the same as the final rate for the previous year) and at the end of the year the rate be corrected, in accordance with the distribution of activities of the company during said year.

As in other EEC countries, along with the ordinary or normal VAT rules, certain special rules exist, benefiting certain sectors of economic activity (agriculture, livestock

(CONTINUED ON PAGE 36)

By JUDITH GLYNN

Shopping in Madrid

Spain's capital has over 50,000 shops opening every morning. Peek, poke, splurge, or indulge yourself in luxury. Whatever you desire, shopping in Madrid is fabulous!

TAKE YOUR PICK FROM TWO distinct shopping areas in Madrid. First there's the maze of tiny streets in the Puerta del Sol district where ancient shops with carved interiors and hand-painted beveled mirrors are crammed in between major department stores.

It's also the area of gypsy beggars, sidewalk con men selling gimmicks and shoulder-to-shoulder crowds. Even if you don't buy, the district is great for peeking, poking and gawking.

Or cross over the majestic Paseo de la Castellana, the spine of Madrid, at Cibeles Fountain or Plaza de Colón into the Barrio Salamanca district; it's also known as the Serrano shopping area.

There the most elegant shops await you, the streets are wider in the roughly 16-square-block shopping area, and it's the place to see the well dressed Madrileñas, many with children in tow.

Whatever area you choose, Spain's cosmopolitan capital opens each shopping day with over 50,000 shops, and most of them are easy on the pocketbook.

If you shop in the Puerta del Sol area, major thoroughfares are the Gran Via, Alcalá, Calles Mayor and Arenel, and the Plaza Mayor (the main square).

Popular stores for shoes are Yanko at Gran Via 40 (it also sells beautiful leather jackets around $250); Loewe at Gran Via 8 is the very best and most expensive for all leather goods; Lurena at Gran Via 1 has excellent shoes starting around $35. For jewelry, the prestigious Grassy boutique is at Gran Via 1. And the official distributor for Majorica pearls (watch out for imitations that vary on the spelling of the name) is at Gran Via 39.

Around Calles Mayor and Arenel: Guitars and musical paraphenalia are at the long-standing Real Musical on Carlos III, and the shop of Manuel González Contreras at Mayor 80 has ready-mades and made-to-order. El Escudo de Sevilla at Mayor 4 has beautiful hand-embroidered linens and lingerie. And if you'd love to have Sevillian china and ceramics, stop in at La Cartuja de Sevilla, Esperteros 3.

Mantillas, shawls and hand-painted fans are beautifully displayed at the antique shop of Casa Jiménez, Preciados 42. For elegant fountain pens and desk accessories, try Muñagorri's at Sevilla 4. Or for the very best in giftware and ceramics, head for Grife y Escoda, Alcalá 30. Objects of art, porcelains and shimmering chandeliers are at Matute Hermanos, Barquillo 6.

Specialty shopping for pipes and smokers' accessories is at La Casa del Fumador, Carrera de San Jerónimo 4, and flamenco dresses and dance accessories are at Maty's at Plaza Comandante las Morenas 5. Madrid's largest book store is the five-level La Casa del Libro, Gran Via 29.

When you shop in the Salamanca district, the bordering streets are Calle Serrano (starting at the Plaza de la Independencia), Calles Goya, Nuñez de Balboa, and José Ortega y Gasset. Each store is more beautiful than the last. Cabasse at Serrano 8, is magnificent and sells blouses by Spain's famous designer Purificación García from $35 for the sporty ones to $200 for the silks. Lorca, at Velázquez 43, is a luxury boutique for ladies. Fancy, at Serrano 98, has the classical high quality lines. And Tres Zetas at Ortega y Gasset 17 sells the popular prêt-a-porter fashions. These are Spain's ready-mades and taking the country by storm. Expect to pay about $180 and up for a dress.

At Adolfo Dominguez's, Ortega y Gasset 4, the designer has convinced the fashion world that wrinkles are beautiful. Consequently his all-cotton line sells well and he gets about $360 for a man's jacket.

Other Spanish designer shops are Francisco Delgado, at Fortuny 37; Pedro del Hierro, Nuñez de Balboa 13; Manuel Piña at Matilde Hernández 34; and Elio Berhanyer, Paseo de la Habana 24.

JUDITH GLYNN is an American living in Madrid. She recently completed a brochure, "Shopping in Spain's Catalonian and Valencian Communities," for the Spanish Government.

This article, "Shopping in Madrid," is the first of a series of six articles on shopping in Spain that she will write for our publication. Some will highlight a major city and others will describe products in different Spanish regions.

In addition to being an accomplished journalist, Ms. Glynn has first-hand knowledge of Spanish products and manufacturers. Consequently this businesswoman has made the natural transition to the import/export field.

If you are interested in a personalized introduction to Spain and its import/export possibilities, Ms. Glynn can be contacted through her U.S. offices. Call, write or Telex her at:

Export Marketing International, Inc.
1141 Park Avenue
Cranston, Rhode Island 02920
Telephone: (401) 943-1805
Telex: 5101008389-McDONALD

In Madrid you can contact her at:

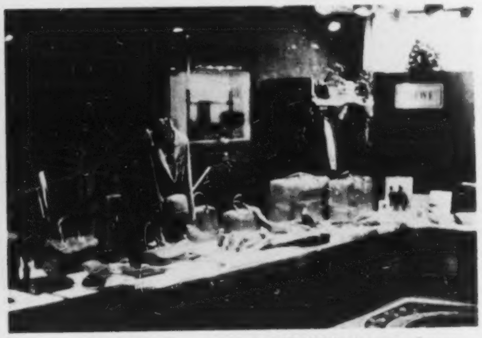
EMI, c/o TICOSA, S.A.
Capitan Haya, 55, 2 - 8
28020 Madrid
Telex: 44538-HATI-E

When looking for Spanish reproductions in furniture and some rare antique finds, as well as tasteful artesania, head for Tartesso's, Alberto Bosch, 6.

International names such as Gucci (which has fabulous men's silk ties for $30) are at Don Ramón de la Cruz 2. Hermes and Dunhill specialty stores are next door to one another at Ortega y Gasset 26.

And if you just want to bring home a knick-knack, browse around Musgo's, at Hermosilla 36; it's an enormous bazaar with the right prices for everyone.

Popular shoe stores with Americans are Eureka's at Serrano 8, which sells Charles Jourdans shoes, starting at $35 for leather-topped espadrilles, and handbags starting arounbd $50. Los Pequeños Suizos, Serrano 68, does have some half sizes; and Bravo-Java at Serrano 56 has many exclusive designs and imported Italian shoes around $70. And don't miss Salvador Bachiller's shop at Claudio Coello 45 for outstanding quality and design of all leather goods including luggage and briefcases.


The Patronato is among Madrid's luxury shops.

A tiny hole in the wall for fancy paper goods and quality stationery sold by the kilo is Papelmania, Ayala 24; perfect for inexpensive but tasteful gifts.

The best shop for hunting equipment is Diana Turba at Serrano 68. One wall is lined with gun racks, and the firearms range from $240 to $6,000.

If children's clothing is your weakness, run to Nancy's at Nuñez de Balboa 35—it's beautiful. And Din-Dan, at Calle de Recoletos 21, is a favorite as well.

The Casa Bonet at Nuñez de Balboa 76 has hand-embroidered linens from Palma de Mallorca; and La Ceramica de Talavera, Lagasca 44, has shelves full of the popular regional ceramics of that village. And if you have a flair for nautical items, Pirata at Nuñez de Balboa 94 is the right stop.

Besides these two famous shopping districts, Madrid has three department store chains scattered throughout the city. El Corte Inglés is the largest, and some say the best. Celso Garcia is preferred by those wanting a touch of elegance. The stores are smaller, but you can buy a fashionable and well made skirt or blouse for around $40. Galeria Preciados is lower quality.

Look for the four Artespaña stores in Madrid; one is at Gran Via 32 and another is off Serrano at Hermosilla 14. These stores are run by the Spanish government and sell a complete line of Spanish crafts from all over the country — ceramics, furniture, leather goods, and giftware. Spaniards think the stores are expensive but they seem to suit U.S. pocketbooks very well.

If you are partial to shopping malls, Madrid's newest and largest is located north of the city. Madrid 2, at La Vaguada, has high fashion, run-of-the-mill, cinemas, and restaurants. Take Metro Line 9 to Plaza de Castilla-Herrera Oria and walk several blocks.

The Rastro is a huge outdoor flea market located south of the Puerta del Sol around Plaza Toledo and the Cathedral de San Isidro. Sunday mornings and public holidays are when it is jammed. Spaniards prefer to shop the Rastro during the week when the antique shops are less crowded. Be prepared to haggle over price—these dealers know what they are selling.

At the Plaza Mayor on Sunday mornings, stamps and coins are sold by serious collectors and individual Sunday profiteers. Know your hobby before buying.

Convenience stores have hit Madrid. VIPS is a chain selling gifts, books, magazines, some food items, perfumes, records and cassettes; it has a restaurant and is a bustling place. There are six stores in the city and they are open from 9 a.m. straight through the day until 3:30 a.m. the next morning.

A true shopper's "find" is located right behind the Prado. Tartesso's is filled to the rafters with old and new Spanish treasures.

In general, shops open Monday through Friday from 9:30 a.m. until 1:30 p.m. and from 5 until 8 p.m. Some open Saturdays for the same hours, while others close at 3 p.m. Department stores are open Monday through Saturday from 10 a.m. until 8 p.m. with no lunchtime closing. All stores are closed on Sundays.

The peseta is Spain's monetary unit. Coins are in 1 (silver or gold), 5, 25, 50 and 100 denominations. The 100 peseta coin can be confused with the 25 peseta coin due to size, but the 100 is heavier and has a slight gold tint.

Paper notes are 100 (brown), 200 (orange), 500 (blue), 1,000 (green), 2,000 (orange) and 5,000 (purple).

Major banks have exchange counters and are open Monday to Friday from 9 a.m. until 2 p.m. Saturdays are from 9 a.m. until 1 p.m.

Madrid's Barajas Airport and the Chamatin and Atocha railroad stations have exchange counters open seven days a week. Most large department stores have exchange counters, as do major hotels, but expect the rate to be slightly in their favor.

Major credit cards and travelers checks are widely accepted throughout the city.

A few words about sizing: Try on purchases, since sizing is not uniform with all Spanish manufacturers. International brands are no problem, especially where the quality is excellent, but otherwise be careful. Spanish shoes sold in the U.S. are made differently for export. In Spain, shoes are sold only in one width, with few in half sizes. Consequently a good fit in Madrid may

Judith Glynn looks at ceramics in Tartesso's.

mean trying on several pairs, but it's worth the effort when you can buy a great pair for around $40.

Most men's shirts comes in only one sleeve length based on the collar size. Children's clothing is generally sold by age.

All of Spain has major sales twice a year, from the middle of January until the end of February and during July and August; otherwise there are few sales as Americans know them. Look for the "rebajas" sign—the bargains are unbelievable.

As for the very popular Lladró porcelains, prices are considerably lower throughout Madrid's stores than in the U.S., but they vary from piece to piece. Since Lladró controls the number of pieces made, many stores cannot fill their orders and mark pieces at will. Shopping around doesn't always solve the dilemma, but whatever you buy in Madrid will be cheaper than in the United States.

Finally, choose all your purchases carefully. It is almost impossible to get your money back except in large department stores. Smaller shops only make exchanges, reluctantly.

If you buy more than 10,000 pesetas worth of merchandise, an 8.5% tourist discount (the VAT—Value Added Tax) will be returned. Fill out the proper forms at the larger department stores. Smaller shops display a green and yellow decal if they participate in this voluntary program; but always ask if you don't see the sign. Present the forms and the merchandise as you leave the country. After processing, your refund will be sent to your home. ☐

Q: Who should advertise in 'Spain-U.S.' the Chamber's bi-monthly publication?

A: Anyone who is interested in Spain-U.S. trade or who has a product or service which is, or could be, of use to some of the more than 500 members of the Spain-U.S. Chamber of Commerce in the United States and Spain.

ADVERTISING RATES:

The following are the 1986 advertising rates:

1 page	1 time	$550.00
	6 times	500.00
1/2 page	1 time	$350.00
	6 times	300.00
1/4 page	1 time	$225.00
	6 times	200.00
Inside Back or Inside Front Cover	1 time	$600.00
	6 times	550.00
Back Cover	1 time	$750.00
	6 times	700.00

COLOR: Process: $150.00 extra per primary color; PMS colors: on request

SPAIN-U.S.
CHAMBER OF COMMERCE, INC.
500 Fifth Avenue
New York, N.Y. 10110
Telephone: (212) 354-7848

Gentlemen:

We hereby authorize you to insert a ....page advertisement in SPAIN-U.S. MAGAZINE for .... issues, beginning with the issue of (date)..........
and ending ....

FIRM NAME ....

SIGNED BY ....

ADDRESS ....

CITY ....

STATE .... ZIP ....

TELEPHONE ....

INTRODUCTION OF THE V.A.T. IN SPAIN

(CONTINUED FROM PAGE 33)

and fishing, travel agencies, sales of used goods) or certain businesses (retail businesses, small businesses). In general, the idea of these rules is to reduce or simplify the administrative and accounting requirements for these taxpayers.

Transitory rules. The VAT Law establishes certain transitory rules in which the problems arising from the changeover from the present tax system to the VAT system are dealt with. Basically they refer to three matters: tax credits for inventory and fixed assets; rules for contracts for work still in process; and price policy measures.

a) The rules on tax credits tend to eliminate the accumulated indirect taxation arising from the inventory and fixed assets held by companies at the date VAT comesinto force. This way their future sale would only be subject to VAT, thus avoiding double taxation.

For this purpose, a tax credit may be taken (a percentage on acquisition price or amounts already paid) on inventory as of the end of 1985 and on fixed assets acquired during 1985. The taxpayer may offset this credit with future VAT payable during the first year that the tax is in force (in the case of inventory), or during the four following years (in the case of fixed assets).

b) As regards contracts that have effect both before and after VAT's coming into force, several articles in the Law set out the period governed by the old tax system and the new.

c) The Law mentions the possibility that the Government may establish norms for price control, but does not actually specify these norms. Therefore, further developments of this aspect of the Law are expected to appear at a later date. ☐

Reprinted from "INFORME ECONOMICO Y FINANCIERO DEL PROYECTO
DE PRESUPUESTOS GENERALES DEL ESTADO PARA 1986"
del Ministerio de Economía y Hacienda
D.G. de Previsión y Coyuntura

Perspectivas al horizonte 1986

A detailed and perceptive discussion of the outlook for the Spanish economy in 1986.

---

1. EL CONTEXTO ECONOMICO INTERNACIONAL: PREVISIONES 1985-86

Las perspectivas de la economía española para los próximos años requieren fijarlas hipótesis más probables del marco internacional dentro del cual deberá desenvolverse. A este respecto, son particularmente importantes las previsiones globales de comercio internacional y de crecimiento, las orientaciones de la política económica de las principales áreas, así como las hipótesis o escenarios más verosímiles en materia de cambios, mercados, financiación, etc.

A la vista de los resultados obtenidos en la primera mitad del año, las previsiones sobre el crecimiento de la economía mundial para 1985 realizadas a finales de 1984 están siendo revisadas actualmente a la baja.

La economía norteamericana ha desacelerado notablemente su ritmo de crecimiento desde una tasa próxima al 7 por ciento en 1984 al 1 por ciento en el primer trimestre, después de un invierno particularmente adverso para la actividad económica. Como resultado de ello, el comercio internacional ha crecido menos de lo esperado, afectando especialmente a las exportaciones de los países en desarrollo, cuyas posibilidades de crecimiento y de cumplimiento de sus obligaciones financieras se han visto negativamente afectados.

No obstante, el análisis de las causas de esta desaceleración de la economía mundial sugiere que la misma se debe en buena parte a elementos puramente coyunturales, mientras que los factores de fondo que actúan sobre la misma permanecen inalterados y deberían continuar posibilitando una recuperación sostenida, aunque a un ritmo relativamente modesto.

La inflación de los países industrializados ha sido reducida considerablemente y no aparecen peligros en el horizonte que pudieran reactivarla. La situación de las empresas es más satisfactoria que hace dos o tres años, lo cual constituye una buena base para el crecimiento de la inversión productiva. Las condiciones monetarias se han flexibilizado en algunos de los principales países, incluyendo Estados Unidos. Finalmente, las duras políticas de ajuste llevadas a cabo en los países del Tercer Mundo, junto a la tendencia a la baja de los tipos de interés y de recuperación de los precios de las materias primas, implican que las restricciones financieras que afectan a estos países pueden ser menores que en los pasados años.

Todos estos factores positivos pueden ser contrarrestados en parte—de ahí el calificativo de relativamente modesto atribuido al ritmo de recuperación económica — por los efectos de la política fiscal restrictiva aplicada o proyectada en la mayoría de los países industrializados, aunque ello, a la larga, también debería tener efectos beneficiosos sobre los mercados financieros y sobre el clima de confianza, a la vez se eliminan algunas de las rigideces estructurales que frenan la consecución de tasas más elevadas de crecimiento.

Las previsiones de crecimiento económico en 1985 para los países de la OCDE se cifran en un 2,6 por ciento, tasa notablemente inferior al 4,8 por ciento de 1984, debido al menor crecimiento de Estados Unidos, mientras que los países de la CEE mantienen su tasa del 2 por ciento prácticamente igual a la de 1984. Para 1986 se prevé una ligera aceleración tanto en Europa como en Estados Unidos y el crecimiento medio de la OCDE se situaría en torno al 3 por ciento.

La menor tasa de crecimiento en los países industrializados ha sido acompañada de un crecimiento más bajo del empleo en 1985. Al mismo tiempo, la población activa ha continuado creciendo a un ritmo relativamente rápido, de forma que la tasa de paro ha dejado de caer y se mantendrá previsiblemente en 1985 al mismo nivel de 1984, es decir un 8,4 por ciento de la población activa para el conjunto de países industrializados, con un aumento en los países europeos y una disminución en Estados Unidos. Para 1986 se prevé que el pago siga aumentando ligeramente en Europa y se mantenga constante en Estados Unidos.

El area donde mejores resultados está cosechando la política económica en casi todos los países es la inflación. Medida por el deflactor del consumo privado, ésta se desacelerá en torno a un porcentual en 1985 y 1986 en los países de la CEE, hasta situarse en un 4,4 por ciento en este último año, cerrándose así el diferencial respecto a Estados Unidos, cuya tasa de inflación prevista para 1986 es del 4 por ciento, medio punto más alta que en 1985.

El meno ritmo de crecimiento de la economía de los países industrializados en 1985 se ha traducido en una desaceleración del crecimiento del comercio internacional, que pasa de un 8,5 por ciento en 1984 al 4,5 por ciento en 1985, previéndose para 1986 una tasa ligeramente superior, próxima al 5 por ciento. Paralelamente, los mercados de exportación españoles, que crecieron un 6 por ciento en 1984, crecerán en torno al 4 por ciento en 1985 y un 4,5 por ciento en 1986.

La nota más destacable sobre las posiciones de balanza de pagos de los países industrializados es la continuada y cada vez mayor diferencia entre el gran déficit por cuenta corriente de Estados Unidos y, como contrapartida, los superávits de Japón y algunos países europeos, divergencia que se prevé continúe en lo que resta de 1985 y 1986. Para este último año, el déficit por cuenta corriente de Estados Unidos puede alcanzar el 3,8 por ciento del PIB.

Los mercados de divisas asistieron en los primeros meses de 1985 a una fuerte apreciación del dólar, que dio paso a partir de marzo a una depreciación. Esta ha sido asociada a la baja de los tipos de interés en Estados Unidos que ha reducido los diferenciales favorables a los depósitos denominados en dólares, a pesar de que también los países europeos han aprovechado esta situación para bajar sus tipos. La tendencia a la baja del dólar ha sido reforzada en los últimos días con el acuerdo de los cinco principales países industrializados de economía de mercado para intervenir conjuntamente en este sentido. Esta actuación, sin embargo, sólo podrá conseguir un objetivo si las autoridades norteamericanas logran reequilibrar su economía, fundamentalmente, el enorme déficit presupuestario que, en el fondo, es el causante de los altos tipos de interés reales y, por tanto, de la elevada cotización del dólar.

En lo que se refiere a las orientaciones básicas de la política económica, en líneas generales, la estrategia económica de los países industriales ha mantenido como objetivo a medio plazo la estabilidad monetaria unida a la consecución de reformas estructurales tendentes a un mejor funcionamiento de los mercados. Los medios para su consecución han variado fuertemente en cada país, en base a las circunstancias económicas o políticas y a la mayor o menor rapidez de su puesta a punto.

La política monetaria ha perseguido el control de la inflación y de las expectativas inflacionistas. El crecimiento de los agregados monetarios se ha disparado, en algunos casos, por encima de las previsiones, pero este objetivo intermedio ha sido considerado de forma más flexible que en tiempos pasados, ya que una ralentización en la velocidad de circulación del dinero y los cambios en la estructura del entramado financiero pudieran ser los responsables.

Las actuaciones en política monetaria han tratado de considerara un amplio espectro de variables que incluyen tipos de interés, tipos de cambio, agregados monetarios y crecimiento del PNB, dando como resultado un signo algo más expansivo que en 1984. Los tipos de interés en Estados Unidos han descendido y Europa, aunque en menor medida, también se ha sumado a esta evolución, una vez que la caída del dólar les proporcionaba un mayor margen de maniobra, al mismo tiempo que no querían ver sus monedas revaluarse demasiado deprisa frente a la moneda americana.

> ***"La liberalización de nuestras importaciones inducirá efectos benéficos sobre nuestra tasa de inflación que contrarresará, en parte, los apuntados efectos negativos."***

La política fiscal mantiene la misma tónica de años anteriores, tratando de reducir el crecimiento del gasto público y los déficits presupuestarios. Sin embargo, el éxito de estos objetivos ha sido tan desigual como en años anteriores, manteniéndose la divergencia entre el impulso expansivo de la política fiscal en Estados Unidos y el signo claramente contractivo en Europa. El acuerdo alcanzado a primeros de agosto por el Congreso para la reducción de su déficit fiscal no resuelve el grave problema que su financiación plantea.

En Europa, a pesar del signo restrictivo de su política fiscal, no se ha conseguido en muchos casos el control del gasto público y la política de reducciones impositivas para impulsar la demanda interna está siendo de escasa entidad y no se prevé a corto plazo la posibilidad de introducir nuevas rebajas sustanciales en el capítulo impositivo.

Se ha proseguido asimismo otras políticas de carácter estructural como la desregulación de los mercados financieros, la reducción de subsidios a industrias en declive y la mayor flexibilidad del mercado de trabajo. Su amplitud e intensidad ha diferido considerablemente de unos países a otros.

Finalmente, no puede olvidarse en estos momentos que sobre la economía mundial, que parece encaminarse por una senda de moderada recuperación, siguen pesando factores de riesgo e incertidumbre.

Los graves desequilibrios fiscal y comercial de Estados Unidos continúan siendo un punto clave de la economía mundial ya que, a pesar de un cierto atisbo de mejoría, prosiguen condicionando los tipos de interés y el crecimiento americano y, por repercusión, el panorama económico mundial.

Los flujos monetarios entre países, procedentes de transacciones financieras, suponen un volumen bastante superior al derivado de las operaciones comerciales, con lo que los movimientos en los tipos de cambios han adquirido un comportamiento mucho más volátil que en otros tiempos.

Las tensiones proteccionistas se están recrudeciendo y pugnan por establecer barreras que, de conseguirlo, reducirían las previsiones del crecimiento del comercio mundial para este año, ya muy mermadas en relación a 1984.

Por último, hay que tener en cuenta que el problema de la deuda externa de los países en desarrollo no está superado. Los duros ajustes a que se han visto obligados a someter sus economías no parecen todavía suficientes y las tensiones inflacionistas en algunos casos se han disparado. El menor ritmo de crecimiento del comercio mundial puede agravar aún más la situación, aunque la reducción en los tipos de interés y la baja del dólar pueden suponer un alivio de su coste. Asimismo el convencimiento a escala mundial de que la bancarrota de alguno de estos países provocaría una crisis imprevisible en el panorama financiero internacional aporta un cierto optimismo de su resolución a medio o largo plazo.

PREVISIONES ECONOMICAS INTERNACIONALES 1985-86

	1984	1985	1986
PIB (△ % volumen)			
CEE	2,1	2,0	2,3
USA	6,8	2,4	2,8
OCDE	4,8	2,6	2,9
IMPORTACIONES (△ % volumen)			
CEE	6,0	4,5	5,0
USA	24,0	10,0	6,5
OCDE	11,5	6,0	5,5
OPEP	− 10,0	− 7,0	0,0
Otros PVD	5,0	4,5	4,5
Total mundial	8,5	4,5	4,8
Mercados españoles	6,0	4,0	4,6
PRECIOS (△ % deflactor consumo privado)			
CEE	6,3	5,4	4,4
USA	3,2	3,5	4,0
OCDE	5,0	4,8	4,8
PRECIOS COMERCIO INTERNACIONAL (△ % en dólares)			
Productos petrolíferos	− 3,7	− 2,2	0,0
Otras materias primas	2,5	− 7,0	6,0
Productos manufacturados	− 3,0	− 2,0	10,0
EMPLEO (△ %)			
CEE	0,2	0,1	0,4
USA	4,1	1,2	1,5
OCDE	1,5	0,8	1,0
PARO, %			
CEE	10,9	11,3	11,4
USA	7,5	7,3	7,3
OCDE	8,4	8,4	8,4
DEFICIT PUBLICO (% PIB)			
CEE	− 5,5	− 5,2	− 4,9
USA	− 3,4	− 3,7	− 3,8
BALANZA DE PAGOS c/c (% PIB)			
CEE	0,1	0,4	0,7
USA	− 2,8	− 3,3	− 3,8
Japón	2,9	3,1	3,2

Fuente: D. G. de Previsión y Coyuntura

2. LA ECONOMIA ESPAÑOLA FRENTE A 1986: BALANCE Y ORIENTACIONES DE POLITICA ECONOMICA

La previsible situación de la economía española en su tránsito al año 1986 quedará caracterizada, con toda probabilidad, por una serie de rasgos positivos que coexistirán con determinadas carencias y desajustes.

En el lado positivo, hay que destacar los importantes logros en el sector exterior, que, con su amplio superávit, ha dejado de constituir un obstáculo para la buena marcha de la economía. Asimismo, la lucha contra la inflación, medida por el índice de precios al consumo, habrá dado otro importante paso al alcanzar tasas inferiores a cualquiera de las registradas en la última década. Por su parte, la disciplina en la evolución de los costes salariales y el rigor en la gestión de los agregados monetarios continuarán propiciando un marco favorable en el proceso antiinflacionario. La inversión productiva privada habrá protagonizado un recorrido positivo, que cabe pensar se prolongará en el próximo futuro. Finalmente,debe señalarse el importante camino recorrido en la reestructuración de nuestro entramado productivo.

Junto a estos rasgos alentadores, aparecen otros de carácter negativo, cuya persistencia no cabe ignorar. Así, el déficit público continúa registrando cifras, que, aun suponiendo una desaceleración respecto a los años inmediatamente anteriores, todavía representan un porcentaje elevado del PIB. Por otra parte, los logros en la lucha contra la inflación todavía se concretan en cifras algo superiores a las registradas por la mayoría de los países pertenecientes a nuestro entorno económico (OCDE y, en particular, CEE). Los problemas originados por la reestructuración industrial no han finalizado todavía y, con la próxima entrada en la CEE, cabe pensar que exigirán una mayor atención y esfuerzo colectivo. Finalmente, el fundamental problema de nuestra economía, el paro, exige esfuerzos adicionales en las políticas de ajuste a fin de alcanzar una situación susceptible de generar empleo estable y duradero.

En estas condiciones, las directrices de política económica para 1986, dentro del mayor margen de maniobra que supone la corrección y los avances en los frentes ya mencionados, no pueden ser sino una profundización de las políticas de ajuste aplicadas en los años anteriores. En principio, hay que descartar la aplicación de políticas permisivas, cuyos efectos podrían anular los logros conseguidos hasta el presente en la lucha contra los principales desequilibrios de nuestra economía. La política económica para 1986 se enmarca, pues, dentro de unas coordenadas de rigor. No obstante, la preocupante situación del paro, junto con la ampliación del margen de maniobra disponible por las authoridades como consecuencia de los avances conseguidos en el sector exterior y en el frente de la inflación, inducirá a moderar tal rigor, manteniéndolo dentro de unas pautas que sean compatibles con una actividad económica en moderada expansión.

En consonancia con lo expuesto, las líneas maestras de la política económica aplicada en 1986, quedarán caracterizadas por las siguientes directrices.

En lo que se refiere a la *política presupuestaria* ésta queda centrada sobre los criterios de rigor y solidaridad. La política presupuestaria ha de mostrarse solidaria con el esfuerzo exigido al conjunto de la economía. En tal sentido, deberá dirigirse hacia una necesaria austeridad en el gasto, que conduzca a reducciones adicionales del déficit público, para minorar su porcentaje con relación al PIB hasta un 4,5 por ciento. Este talante de austeridad deberá simultanearse con una deseable redistribución de rentas, a través de una reducción de los ingresos públicos procedentes de las clases menos favorecidas económicamente. Este aumento de rentas en el segmento de ciudadanos con mayor propensión al consumo deberá tener su incidencia positiva en el gasto del citado agregado.

En cuanto a la *política monetaria*, ésta continuará las pautas establecidas en años anteriores y deberá contribuir a nuevos avances en la lucha contra la inflación, como paso necesario para conseguir una economía saneada y competitiva frente al exterior.

Al propio tiempo, la dosificación de los instrumentos monetarios deberá adaptarse a la necesidad de favorecer las condiciones para impulsar el despegue iniciado de la inversión privada.

A los fines expuestos, deberá simultanearse una firmeza en el mantenimiento de los objetivos de liquidez del sistema con una especial atención a la evolución de los tipos de interés.

Finalmente en lo que a *política de rentas* se refiere, el año 1986 deberá ser una prolongación de la trayectoria seguida en años anteriores y caracterizada por una firme postura contra las tensiones inflacionistas. La previsible incidencia de la implantación del IVA en la estructura de los precios obligará a una especial atención por parte de las autoridades en este frente.

Desde la óptica de los costes, se prolongarán las directrices marcadas por el AES. Con ello, el crecimiento real de los salarios deberá ser nulo, limitándose a mantener la capacidad adquisitiva de los asalariados. Este proceso de austeridad aparece como necesario para mantener la beligerancia frente a la inflación y, al propio tiempo, conseguir resultados positivos de rentabilidad empresarial y de mantenimiento de nuestra competitividad en el mercado exterior.

Por otra parte, las previsiones apuntadas sobre costes salariales incidirán, una vez más, positivamente en la mejora de la situación financiera de las empresas, a través de incrementos adicionales en los excedentes brutos de explotación, condición necesaria, aunque no suficiente, para conseguir el necesario relanzamiento de la inversión privada.

Las líneas de política económica expuestas deberán, en definitiva, constituir un paso adelante en el camino necesario para situar nuestra economía en las condiciones de equilibrio adecuadas para generar, en su momento, los necesarios puestos de trabajo duradero y estable, objetivo final de las actuales preocupaciones gubernamentales.

Al hablar del año 1986, no cabe ignorar la especial circunstancia de la entrada de nuestro país en la órbita de las Comunidades Europeas.

El año 1986 quedará configurado como un período singular al constituir el escenario en que tendrá lugar la entrada de España dentro de las Comunidades Europeas. En realidad, a los efectos de las necesarias repercusiones económicas, el año 1986 no constituirá en muchos aspectos sino el comienzo de un proceso de bastante mayor duración, en el que se producirán los reajustes y cambios necesarios para que nuestro país quede integrado en la zona a la que naturalmente pertenece. Por otra parte, ese proceso ya ha comenzado hace años. Las estructuras productivas han ido paulatinamente aproximándose a las existentes en Europa. No obstante, todo hace prever que el proceso iniciado se acentuará muy notablemente en un futuro inmediato.

> ***"El fundamental problema de nuestra economía, el paro, exige esfuerzos adicionales en las políticas de ajuste . . ."***

La propia dinámica de la integración hace adivinar una serie de respuestas que nuestra realidad económica deberá aportar ante las solicitaciones a las que se verá sometida por parte de la economía comunitaria.

En una primera aproximación, deberá producirse una adaptación de mayor o menor entidad según los sectores, de las pautas que rigen los procesos productivos en nuestro país a las vigentes en la CEE. La mayor eficacia en la aplicación de los factores productivos, por parte de la CEE, deberá inducir los reajustes necesarios en España, de manera que las divergencias actuales vayan minorándose hasta su práctica desaparición.

En este contexto, cabe señalar dos factores de nuevo cuño, cuya influencia deberá ser decisiva en los reajustes de nuestro aparato productivo. Por una parte, la ampliación del mercado potencial, que pasará de un mercado de menos de cuarenta millones de consumidores a otro de más de trescientos veinte millones y con muy superior capacidad de compra, implicará una reconsideración sobre las dimensiones óptimas de las empresas afectadas. Por otra parte, las diferencias que necesariamente se producirán en el aspecto concurrencial del mercado obligarán a estudiar nuevas estrategias que consideren la aparición de los nuevos concurrentes y su interrelación con los ya existentes.

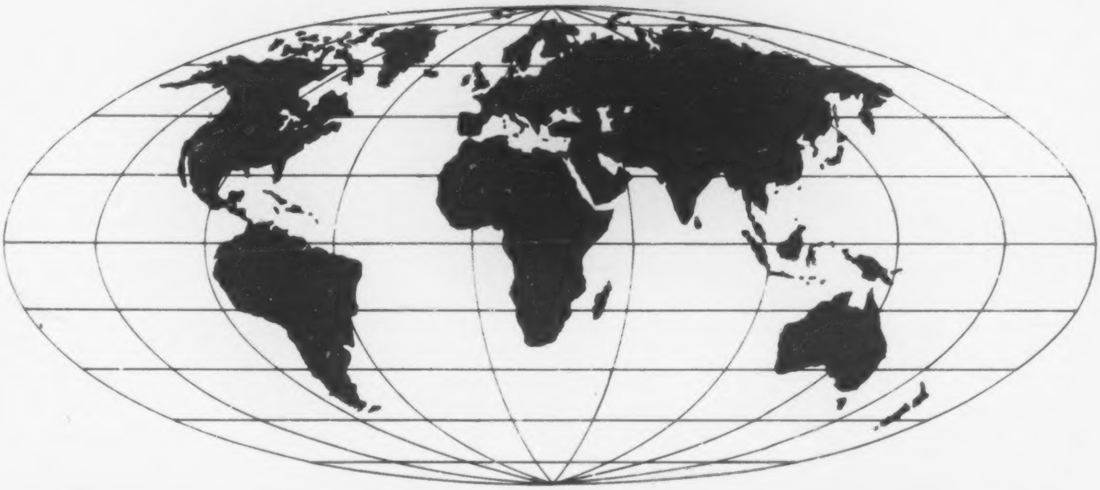
La implantación en nuestro país del acervo legislativo comunitario conllevará, asimismo, una serie de readaptaciones que afectarán al conjunto del tejido social. Refiriéndonos concretamente al campo económico y, dentro de él, a la estructura de los precios, se producirán cambios fundamentales. En una primera etapa, la implantación del IVA inducirá una serie de cambios en la estructura general de los precios, cuya repercusión será inmediata. A más largo plazo, la ampliación de los mercados ya aludida, obligará a un reajuste de precios que los adapte a la estructura vigente en la CEE. En este sentido, puede adivinarse una primera etapa en que perisistirán diferencias entre los respectivos precios, que podría tener un efecto benéfico para las empresas españolas.

Con carácter general, puede, pues, afirmarse que la integración de España dentro de las Comunidades Europeas afectará directa o indirectamente, a la mayor parte de los sectores económicos y financieros de nuestra economía. La integración implicará una transformación de la economía española que conllevará la paulatina eliminación de las rigideces existentes y su sustitución por un mecanismo en el que las fuerzas del mercado desempeñarán un protagonismo mucho más relevante. La complejidad inherente a los previsibles cambios estructurales que implicará la adhesión, dificulta singularmente cualquier previsión sobre la evolución de nuestra economía. Ello no obstante, se pueden adelantar determinados aspectos concretos de tal evolución.

En principio, puede afirmarse que el nivel de protección de nuestra economía frente al resto del mundo registrará una importante caída. Ello implicará probablemente repercusiones negativas a corta plazo, en tanto que deberá aportar efectos benéficos a medio y largo plazo.

Refiriéndonos de manera concreta al sector exterior, las repercusiones de la integración a corto plazo parece que no se traducirán en un especial impulso de nuestras exportaciones. Tal criterio se justifica en base al ya escaso nivel de protección que presenta la CEE en la actuali-

Banco de Santander Group



More than 170 offices overseas

The Banco de Santander is the Spanish company with the largest number of offices overseas.

The Banco de Santander Group has more than 1,000 offices in Spain, as well as a foreign network of more than 170 offices throughout 22 countries in Europe, North America, Central America and South America.

BS

GRUPO BANCO DE SANTANDER

Founded in 1857

The largest Spanish overseas Banking network

dad. Por otra parte, las cláusulas que regularán el periodo de transición a la adhesión impedirán durante los primeros años un especial desarrollo de las exportaciones agrícolas, para las que España dispone de una especial ventaja comparativa. En sentido contrario, a largo plazo, deberá registrarse un importante impacto positivo de las citadas exportaciones, especialmente de productos agrícolas transformados, para las que nuestro país aparece con mayores capacidades competitivas.

Por lo que se refiere a las importaciones, el primer impacto de la adhesión deberá traducirse en un aumento significativo de aquellas procedentes de la CEE. En efecto, la progresiva eliminación de nuestro comercio exterior, así como la acordada implantación del IVA, facilitarán notablemente el acceso a los mercados comunitarios. Ello implicará con toda probabilidad un importante aumento de las importaciones españolas procedentes de tales mercados, singularmente en los sectores de bienes de equipo y de artículos de consumo. Como resultado de lo expuesto, parece razonable afirmar que el impacto de la adhesión española sobre el comercio exterior, a corto plazo, implicará un deterioro de las vigentes pautas, difícil de cuantificar pero, en cualquier caso, de significativa importancia.

No obstante, este deterioro de naturaleza fundamentalmente coyuntural, podrá afrontarse sin problemas particulares dado el nivel relativamente elevado de nuestras reservas y la posición favorable de nuestros saldos exteriores.

Profundizando más sobre el posible impacto de la adhesión en el frente de los precios, aparte de las ya citadas repercusiones derivadas de la futura implantación del IVA; existen otros factores, cuya posible incidencia no debe ignorarse. En este sentido, la adaptación de los productos agrícolas españoles a la estructura de precios regida por la política agrícola común se traducirá en aumentos significativos de los precios actualmente vigentes en nuestro país para la mayoría de tales productos. A este respecto, debe tenerse en cuenta que el citado impacto se verá atenuado, en el sentido de que sus efectos alcistas se irán produciendo paulatinamente a lo largo del periodo de transición. Por otra parte, la liberalización de nuestras importaciones, ya comentada, inducirá efectos benéficos sobre nuestra tasa de inflación que contrarresará, en parte,los apuntados efectos negativos.

> *"La inversión productiva privada habrá protagonizado un recorrido positivo, que cabe pensar se prolongará en el proixímo futuro."*

Finalmente, en el lado positivo, puede preverse un continuado aumento de las inversiones directas procedentes de los distintos países miembros de las Comunidades, así como mayores facilidades de acceso a las tecnologías más avanzadas, todo lo cual ayudará, sin duda, a acelerar la necesaria reconversión de nuestro entramado industrial. De la misma manera, debe tenerse presente que la plena integración española supondrá una aportación de fondos comunitarios, procedentes de diferentes instituciones y mecanismos ya acuñados, que se concretará en un balance neto positivo a favor de España, cuya entidad no cabe ignorar.

En definitiva, las aludidas repercusiones en los diferentes sectores, junto con otras inevitables en el resto del entramado económico español, obligarán, a partir de 1986, a una especial atención por parte de los diferentes agentes económicos a los acontecimientos derivados de nuestra ya inminente entrada en la CEE. Esta integración constituye ciertamente un desafío para la economía española, que, no obstante, abordado responsable y eficazmente por el conjunto de los agentes económicos y sociales, no puede sino desembocar en una considerable potenciación de nuestro aparato productivo y bienestar general.

3. PROYECCIONES MACROECONOMICAS 1985-86

Tomando en consideración las tendencias en curso de los principales indicadores económicos, el marco de referencia internacional y las orientaciones básicas de la política económica, podemos centrar la estimación y la previsión de nuestro cuadro macroeconómico para el presente y el próximo ejercicio.

El incremento del PIB real en 1986 se estima en un 1,9 por ciento, lo que en términos de perfil intraanual se caracterizaría por un crecimiento moderado durante el primer semestre del año — en torno al 1,5 por ciento — y más sostenido durante el segundo.

El consumo privado, cuyo débil pulso durante los primeros meses del año ha sido puesto de manifiesto anteriormente, ha registrado posteriormente una reanimación que debería acentuarse en los restantes meses del año paralelamente a la desaceleración de las presiones inflacionistas y a los efectos sobre la renta disponible derivados de la baja en las retenciones. En estas circunstancias, el crecimiento de dicho agregado para el presente ejercicio se estima en un 1,0 por ciento.

En lo que se refiere al consumo público, la voluntad de reducir el peso del déficit público y el consecuente respeto de las normas de austeridad y de moderación salarial limitará su aumento con relación a 1984 en un 2,5 por ciento.

En la formación bruta de capital observamos un elevado dinamismo de la inversión en bienes de equipo y transporte, una interrupción en el prolongado proceso de deterioro del sector construcción, así como un movimiento de reconstrucción de las existencias. Así, aunque la contribución de la construcción en 1985 será prácticamente nula, el crecimiento de la formación bruta de capital puede estimarse en un 5 por ciento.

En conjunto de estas evoluciones nos lleva a un crecimiento de la demanda interna próximo al 2 por ciento, cifra esta última que contrasta favorablemente con la caída del 0,8 por ciento registrada en 1984.

Inversamente, la contribución del sector exterior al crecimiento global de nuestra economía en 1985 será muy inferior al que tuvo lugar en 1984. En efecto, por lo que se refiere a las exportaciones reales, el nivel particularmente elevado en el que se sitúan en razón del crecimiento experimentado durante el ejercicio anterior, la reducción del ritmo de expansión del comercio internacional en curso y la erosión de nuestra competitividad precios en el mercado exterior .hacen que un crecimiento del 2 por ciento constituya una evolución tan positiva como favorable. A su vez, el mayor dinamismo de la demanda interior conlleva un aumento de nuestras importaciones estimando su crecimiento durante el presente ejercicio en un 2,5 por ciento.

En definitiva, la imagen que se desprende de la evolución de los agregados macroeconómicos en 1985 es la de un crecimiento global similar al registrado en los últimos ejercicios y comparable al estimado para los países de nuestro entorno europeo pero obtenido de un modo mucho más equilibrado, ya que, la demanda interna toma efectivamento el relevo del sector exterior.

Finalmente, en lo que se refiere al ejercicio en curso, destacan igualmente como ya lo hemos mencionado anteriormente la situación holgada de nuestros saldos con el exterior, la desaceleración de las presiones inflacionistas, la aparición de unos primeros síntomas de ruptura en el proceso de deterioro en el mercado de trabajo y la situación financiera de las empresas mucho más confortable.

Si centramos nuestra atención en el próximo ejercicio, las perspectivas que se presentan son las de una progresiva consolidación del ya mencionado proceso de sustitución de la contribución neta del sector exterior al crecimiento económico por el de la demanda interna.

No obstante, el ejercicio de 1986 incorpora toda una serie de dificultades suplementarias de cara al establecimiento de las proyecciones macroeconómicas por coincidir con modificaciones tan importantes como la integración efectiva en la Comunidad Económica Europea, la introducción del IVA, etc.

Teniendo en cuenta estos elementos de incertidumbre, el escenario macroeconómico más probable y verosímil queda caracterizado por los siguientes puntos.

La atenuación en el proceso de moderación salarial, las medidas fiscales recientemente adoptadas y la probable ruptura en el proceso de la caída del empleo amplían sustancialmente las posibilidades de incremento de la renta real disponible de los particulares y hacen previsible una expansión del consumo privado real del 1,6 por ciento.

A su vez, la previsible consolidación del movimiento ascendente tanto de la inversión en bienes de equipo como de la construcción hacen fácilmente alcanzable un incremento de dicho agregado en un 6 por ciento en 1986. Cabe pues destacar que este escenario supone dos años consecutivos de variación positiva de un componente tan estratégico como lo es la inversión, hecho que no se producía desde la precipitación de la crisis económica hace más de diez años.

La necesidad y la voluntad de continuar reduciendo el peso del déficit público se plasma en unos presupuestos generales para 1986 con un incremento moderado del consumo público limitando su tasa a un 0,5 por ciento.

El conjunto de estas evoluciones desemboca en incremento del conjunto de la demanda interna en 1986 del 2,3 por ciento.

Finalmente, en los que al sector exterior se refiere, el escenario macroeconómico para 1986 contempla un ritmo sostenido del aumento tanto de las exportaciones como las importaciones reales, 5 y 4,5 por ciento por lo que su contribución neta al crecimiento del PIB es marginal.

En síntesis, las estimaciones y previsiones macroeconómicas para el presente y el próximo ejercicio suponen un paso suplementario y sustancial en el proceso de ajuste de nuestra economía que se planteó como objetivo el Gobierno con el fine de sentar unas bases sólidas de cara al relanzamiento estable de la actividad y la generación de empleo.

CUADRO MACROECONOMICO 1983-86

(Tasas de crecimiento real en %)

					Medias anuales		
	1983	**1984**	**1985(a)**	**1986(p)**	**1980-82**	**1983-84**	**1985-86**
Consumo privado nacional	0.7	-0.8	1,0	1,6	0,4	-0,1	1,3
Consumo público	4,7	3,0	2,5	0,5	4,1	3,8	1,5
Formación bruta de capital	-3,4	-3,2	5,0	6,0	-1,4	-3,3	5,5
Demanda nacional	0,4	-0,8	1,9	2,3	0,4	-0,2	2,1
Exportación de bienes y servicios	8,3	15,4	2,0	5,0	4,7	11,8	3,5
Importación de bienes y servicios	-0,3	1,0	2,5	4,5	1,7	0,3	3,5
PIB a precios de mercado	**2,1**	**2,3**	**1,9**	**2,5**	**0,9**	**2,1**	**2,2**
Deflactor del PIB	11,8	11,3	9,2	8,3	13,7	11,6	8,7

(e) Estimación
(p) Previsión
Fuente: Contabilidad Nacional de España, INE. Banco de España y Dirección Gral. de Previsión y Coyntura.

---

4 Stars for Costa del Sol's Hotel Mijas

The exclusive and luxury Hotel Mijas in Mijas, near Marbella on the Costa del Sol, under the French/German management of Peter and Gilda Bartmann, was awarded 4-star category in September after the completion of a refurbishing program. The hotel's facilities now include two conference rooms for private meetings, attractive suites, an extended pool area, and exotic gardens. And to the existing two restaurants has been added a third, "The Bodega."

La Delegación de la Vía Marítima de los Grandes Lagos efectuará una promoción comercial en Barcelona

"El comercio no vendrá a nosotros," a dicho el administrador del St. Lawrence Seaway Development Corporation. "Nosotros tenemos que ir en busca de él y lo estamos haciendo con agresividad."

CUANDO el Sr. James L. Emery fue nombrado Administrador de la Compañia de Desarrollo del Rio St. Lawrence (St. Lawrence Seaway Development Corporation) por el presidente Reagan en enero del año 1983, hubo muchas personas que albergaban dudas debido a que el Sr. Emery no tenía experiencia marítima. No obstante, el Sr. Emery no se desmoralizó. Más bien, mediante el marketing, el Sr. Emery ha adoptado una postura dinámica, "pro-activa", en la administración de la Compañia de Desarrollo, para de esta manera aumentar el volumen de carga transportada a través de la Vía Marítima del Rio St. Lawrence y ha trabajado para unir a una comunidad portuaria de los Grandes Lagos que previamente estaba dividida. "La misión principal de la Compañia de Desarrollo de la Via Maritima de los Estados Unidos consiste en el funcionamiento de las exclusas americanas en el Rio St. Lawrence, así como en la administración conjunta de la vía maritima con nuestra agencia hermana canadiense, la Oficina de la Via Maritima del Rio St. Lawrence (St. Lawrence Seaway Authority).

Hemos ejecutado nuestra función básica durante más de 25 años y lo hemos hecho muy bien. No obstante, es tiempo de que nos dediquemos a un comercio mayor y a un aumento del tráfico a través de la vía marítima. Mi organización trabaja vigorosamente con los puertos de los Grandes Lagos para efectuar un marketing cooperativo que nos ayudará a lograr esta meta. Nuestro sistema, que tiene 26 años en funcionamiento, anualmente traslada más de 40 millones de toneladas métricas de carga, pero tenemos el potencial de hacernos cargo de 80 millones de toneladas métricas. El papel de mi oficina consiste en atraer a los barcos a nuestro sistema y luego dejar que los puertos de los Grandes Lagos compitan por la carga."

> ***"Hablando con franqueza, nuestro objetivo consiste en demostrar a la comunidad comercial de España que el Sistema de la Vía Marítima del Río St. Lawrence puede ofrecer un acceso directo al centro agrícola e industrial de los Estados Unidos y del Canadá".***
> ***—JAMES L. EMERY***

Como Administrador, el Sr. Emery ha puesto en práctica una serie de innovaciones orientadas hacia esta meta. La primera consistió en la creación de la Oficina de Desarrollo Para el Comercio y el Tráfico de la Via Marítima, la cual tiene oficinas sucursales a través de los estados de los Grandes Lagos que actuan como puntos de comunicación y enlace con las actividades gubernamentales y legislativas en Washington y al mismo tiempo participan en el desarrollo del marketing para la totalidad del sistema. La primera misión comercial conjunta de este tipo, compuesta por representantes de los Estados Unidos y del Canadá, fue creada y en enero y febrero de 1985 la Compañia condujo a una delegación binacional con 30 participantes a Europa occidental. Como acción posterior a esta exitosa misión, los representantes del puerto de Amberes recientemente viajaron por los Grandes Lagos para apreciar de primera mano y con mayor detalle el servicio y las instalaciones.

El Sr. Emery y la Compañia de la Via Maritima actualmente apoyan a una segunda misión comercial a Portugal, España, Italia y Yugoslavia. Los participantes incluirán a representantes de puertos estadounidenses y canadienses, a miembros de compañias de transportes y de la industria de los granos cereales de los EE.UU. y de las provincias canadienses. La decisión de visitar a estos países fue tomada como resultado de

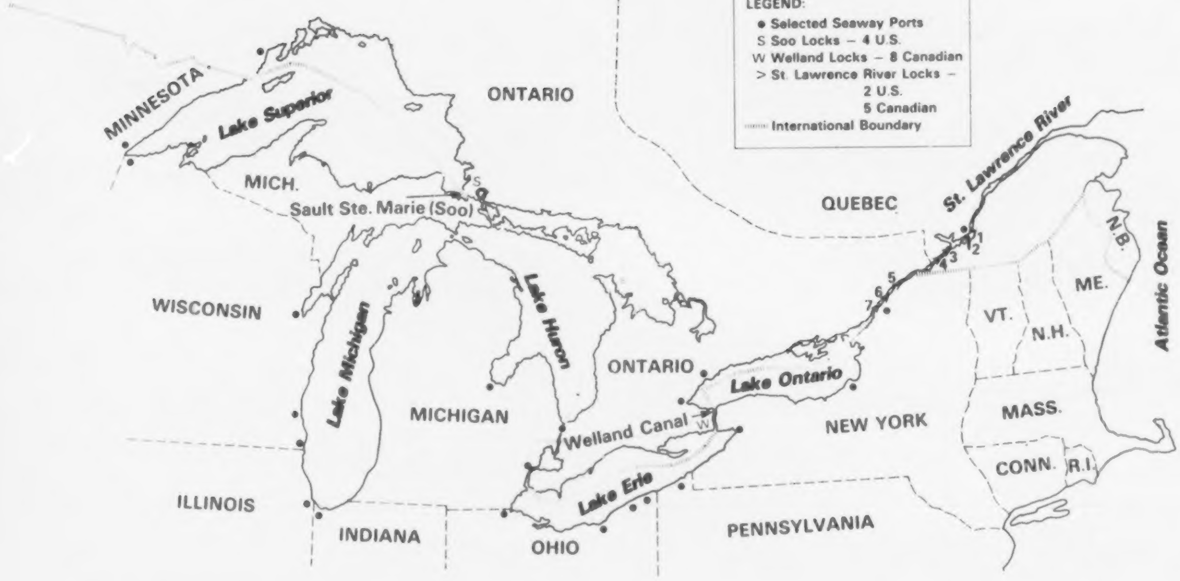
El Administrador de la Compañia de Desarrollo, James L. Emery

El Sr. James L. Emery, del estado de Nueva York, es el quinto Administrador de la Compañia de Desarrollo de los EE.UU. para la Via Maritima del Rio St. Lawrence. Nombrado por el presidente Reagan, el Sr. Emery recibió confirmación unánime por el Senado. El día 2 de febrero de 1984, prestó juramento oficial ante el Ministro de Transportes, la Sra. Elisabeth Hanford Dole.

Antes de aceptar el cargo de la Via Maritima, el Sr. Emery fue Jefe de la Minoria de la Asamblea del Estado de Nueva York, cuerpo legislativo en el cual sirvió durante 18 años. Anteriormente a este cargo sirvió como Sheriff del Condado de Livingston, estado de Nueva York.

La Compañia de Desarrollo de la Via Maritima del Rio St. Lawrence es una empresa que en su totalidad es propiedad del gobierno y no recibe contribuciones financieras estatales. Más bien, la empresa es una entidad autosuficiente que se mantiene solamente mediante los derechos de transporte recaudados de los usuarios de la vía marítima.

St. Lawrence Seaway System


LEGEND:
● Selected Seaway Ports
S Soo Locks – 4 U.S.
W Welland Locks – 8 Canadian
> St. Lawrence River Locks – 2 U.S. 5 Canadian
International Boundary
MINNESOTA
Lake Superior
ONTARIO
MICH.
Sault Ste. Marie (Soo)
QUEBEC
St. Lawrence River
N.B.
Atlantic Ocean
ME.
VT.
N.H.
WISCONSIN
Lake Michigan
Lake Huron
ONTARIO
Lake Ontario
MICHIGAN
Welland Canal
NEW YORK
MASS.
CONN.
R.I.
ILLINOIS
Lake Erie
INDIANA
OHIO
PENNSYLVANIA

Saint Lawrence Seaway Development Corporation

un análisis de las importaciones y exportaciones de los estados del Mediano Oeste, basada en datos comerciales compilados por el Jornal del Comercio. Este análisis del año 1984 demostró que existia un tráfico de 3.5 millones de toneledas métricas de carga entre España y puntos de destino del Mediano Oeste. Sin embargo, gran parte de esta carga no pasó por los puertos más cercanos y más eficientes de los Grandes Lagos.

El día 24 de febrero de 1986, la Delegación de la Vía Marítima de los Grandes Lagos ofrecerá un seminario y un almuerzo en el Hotel Princesa Sofia de Barcelona. A través del Sr. Kevin Brennan del Consulado de los Estados Unidos en Barcelona, pueden obtenerse invitaciones e información más detallada, o bien puede dirigirse por escrito a la Srta. Helen A. Brohl, St. Lawrence Seaway Development Corporation, P.O.Box 44090, Washington, D.C. 20026-4090, EE.UU. ☐

SPANISH EXCHANGE CONTROLS

(CONTINUED FROM PAGE 32)

way as resident Spanish nationals, except with respect to assets owned by them before taking up residence and the income therefrom. No authorization is required with respect to the following transactions:

- Monthly remittances abroad of up to 50% of salary.
- Expenditure on real property situated abroad of up to Ptas. 500,000 in any year.
- Medical expenses incurred abroad plus up to Ptas. 100,000 for out-of-pocket travel expenses.
- Minor payments of up to Ptas. 50,000 per month.

At the end of his period of residence, the foreign national can remit without restriction any balance of his salary and the proceeds of disposal of any investment (as long as it was not made with "internal" pesetas or for speculative purposes), provided that he has complied with all his Spanish tax obligations.

Nonresident foreign nationals working in Spain can remit abroad each month up to 65% of any salary earned in Spain and any balance can be remitted when they leave Spain.

Nonresidents can take out foreign currency up to Ptas. 500,000 or more if this is less than they brought with them on coming into Spain. ☐

SWEET CHERRIES (CEREZAS)
We are interested in importing Sweet Cherries (Cerezas) with or without stems packed ion SO 2 brine, in 110 kilo drums. Contact:
Mr. David Lax, President
PARADISE PRODUCTS CORP.
187-10 Jamaica Ave., Hollis, NY 11423

El alcalde de Cádiz visita la Cámara

Durante su reciente viaje por Estados Unidos, el Alcalde de Cádiz, D. Carlos Díaz Medina, se reunió el lunes 25 de noviembre con el Director Ejecutivo de la Cámara, Miguel Sebastiá, y su ayudante, Antonio Camuñas. Durante la reunión, el Alcalde informó a la Cámara de las distintas ventajas de inversión ofrecidas por Cádiz, tanto en sector agroalimentario como en lo referente a las zonas de urgente reindustrilización en la Bahia Gaditana.

La Cámara, por su parte, informó a Sr. Díaz de las características esenciales del mercado norteamericano, así como del plan de organizar una semana de andalucía en Nueva York el año próximo. El Alcalde de Cádiz mostró mucho interes en este proyecto y aseguro la participación activa de la provincia de Cádiz en el programa.

Bloomingdale's Hosts Reception for Spanish Royalty

Bloomingdale's hosted a reception on November 9th to introduce to the United States "La Bodega Sherry Wine Vinegar," a fine gourmet product imported from Spain by Andalusia Imports Co. Ltd. Honored at the reception was Her Royal Highness the Infanta Doña Pilar, Duchess of Badajoz, sister of King Juan Carlos I.

"La Bodega Sherry Wine Vinegar" is representative of Spain's capability for producing food products of exceptional quality. It is bottled by Don Fernando de Andrada-Vanderwilde, with package design by Count Has Kageneck.

In presenting this unique product, Bloomingdale's took the lead in introducing to the American market the wide variety of premium foods from Spain imported by Andalusia Imports Co. Ltd., which also include white asparagus, saffron, pimento, mushrooms, olives and olive oil. Guests at the reception had an opportunity to sample many of these products, including the sherry wine vinegar, as ingredients in *tapas* prepared from the recipes of Penelope Casas, author of the acclaimed *Foods and Wines of Spain.*

George Sayn, owner of Andalusia Imports Co. Ltd., welcomed special guests from Spain and the United States including Ambassador Angier Biddle Duke, Ambassador Jaime de Piniés, Ambassador Manuel Sassot, Inmaculada de Habsburgo, and many other distinguished guests. The Chamber was represented at the reception by Miguel Sebastiá and Antonio Camuñas.

Guests toasted the evening with *Cava*, the sparkling white wine donated by Wines of Spain, and were entertained by Los Albahaca, classical flamenco guitarists flown from Spain for the occasion.

Mr. Sayn, a corporate communications executive, founded Andalusia Imports Co. Ltd. to realize Spain's potential for the export of its excellent agricultural products.

Our congratulations to the organizers of this successful presentation, and our best wishes for the future of Andalusia Imports Co. Ltd.

Reunión de la Cámara con la Junta de Andalucía

En la Oficina Nacional Española de Turismo de Nueva York, que amablemente cedió su sala de reuniones para la ocasión, ha tenido lugar una reunión entre representantes de la Delegación de la Junta de Andalucía y la Cámara de Comercio.

Entre los miembros de la Delegación andaluza que acudieron a la citada reunión se encontraban Manuel Castillo, Consejero de Turismo, Comercio y Transportes, Antonio Gámiz, Viceconsejero de Agricultura, Ignacio López de Hierro, Presidente de la Sociedad para la Promoción y Reconversión Económica de Andalucía (SOPREA), Miguel Saie, Asesor Económico del Presidente de la Junta y Presidente de Copasa.

MIGUEL ZAVALA

Por parte de Investandalucia, acudieron Leopoldo de la Mata, Presidente, Javier Benjumea, Vicepresidente, Fernando Feijoo, Consejero Delegado, Felipe Moreno de la Cova y Federico Fernández Santos, Presidente de la Caja Rural de Sevilla.

Por parte de la Cámara se encontraba nuestro Presidente Joseph Sanchez, el Director Ejecutivo, Miguel Sebastiá, el Adjunto al Director Ejecutivo, Antonio Camuñas, y el Asesor de Comercio Exterior, Antonio Baselga. Asistieron asimismo, el Vicepresidente de Wertheim & Co. y ex-Presidente de la Cámara, Felipe Propper, y el Vicepresidente Ejecutivo de Goya Foods, Joseph Unanue Jr.

Durante la primera parte de la reunión, el Sr. Unanue hizo una exposición detallada sobre la estructura del sector alimenticio en los Estados Unidos, con especial referencia al mercado Hispano, en el cual Goya Foods es la cadena más importante de distribución de productos alimenticios.

La segunda parte de la reunión se centró en conversaciones dirigidas a estrechar las relaciones y la colaboración entre esta Cámara de Comercio y la Junta de Andalucía. Esta última acogió muy favorablemente la propuesta de la Cámara de organizar una "Semana de Andalucía" en Nueva York el año próximo, así como el proyecto de recibir un becario de la Junta que colaborase con la Cámara y actuase como nexo en las relaciones comerciales entre la Comunidad Andaluza y los Estados Unidos.

BANCO EXTERIOR GROUP... OF SPAIN...

OF FEDERAL REPUBLIC OF GERMANY... OF BELGIUM... OF NETHERLANDS... OF ITALY... OF THE UNITED KINGDOM... OF ECUADOR... OF PERU... OF ARGENTINA... OF PANAMA... OF PARAGUAY... OF EQUATORIAL GUINEA... OF COLOMBIA... OF BRAZIL... OF FRANCE... OF GUATEMALA... OF BAHRAIN... OF THE UNITED STATES... OF MEXICO... OF USSR... OF VENEZUELA... OF SWITZERLAND... OF SINGAPORE... OF PORTUGAL... OF EGYPT... OF CAYMAN ISLANDS... OF URUGUAY... OF BOLIVIA... OF CHILE... OF THE WORLD.

BANCO EXTERIOR GROUP
Banking without frontiers

Representative Office
645 Fifth Avenue
Olympic Towers Building
11 th floor New York, N.Y. 10022

BUSINESS OPPORTUNITIES:

Spanish Products Offered

Steel and pig iron:
Adolfo Castillo
Avda. del Ejército, 33
Bilbao-14
Tel: 35 40 49

Installation and maintenance of street lights:
Jordi Torrent, S.A.
Motores, 54
08004 Barcelona
Tel: (93) 432 29 99

Gas and kerosene lamps and camping articles:
Incandescencia Española, S.A.
Gran Via 565
Barcelona-11

Jewelry and gift items:
STYLBIS
Músico Ginés, 31-6
Pza. Honduras, 12, 23
46022 Valencia

Waste products of polychloride vinyl:
Granpas Vinilicas Plásticas, S.A.
Polígono Ind. Can Volart
Naves 1-2
Ctra. Nacional 152, Km. 22
Partes de Valles (Barcelona)

Pharmaceuticals and medical equipment for hospitals:
Marco International, S.A.
Paseo de la Castellana, 192
28046 Madrid

Marble and granite:
Granimarmol
Comandante Aorita, 13
Despacho 512
28020 Madrid

Electrical energy lines (electric, telephone, railway):
Royales, S.L.
Poligono "Royales Altos,"
Nave 6
La Puebla de Alfinden
(Zaragoza)
Tel: 10 77 90

Electrical energy lines:
Instrumentaci»on Electronica Promax, S.A.
Francesc Moragas, 71-75
L'Hospitalet de Llobregat
(Barcelona)
Tel: 337 90 08

Gift items; Spanish crafted furniture:
Artestilo
J. Antonio Marín Cubillo
Fermín Galán Lerena
c/ Sánchez Barcaiztequi, 33
28007 Madrid
Tel: 251 95 28 - 789 15 20

Seeks representative for curtains, bedspreads, comforters:
Sociedad Anonima Sanpere
Calle Corcega, 329
08037 Barcelona
Tel: (93) 237 01 01

Textile fabricators:
Luis Molina Ferre, S.L.
Dr. Fleming, 16
Bañares (Alicante)
Tel: (965) 56 61 22

Lathing for buildings and homes; wine; canned fish; dry fruit; clothing (fashion):
COMEXVAL
c/La Coruñam NT-5B
Edificio Atalaya
Apartado 82
Carco de Valdeorras (Orense)
Tel: 32 02 42

Machine tools and accessories:
Euskotools
Maria Diaz de Haro, /& bis.
Dpto. 19
48013 Bilbao (Vizcaya)
Tel: 441 57 04 - 441 50 62

Machine accessories:
Mddinabi Rodamientos, S.A.
Juan de Urbieta, 5
Madrid-7
Tel: 433 12 00

Steel and mechanization:
Ribas, S.A.
Joan XXIII, 27
Expluges de Llobregat
(Barcelona)
Tel: 372 09 11

Lamps and related products:
J. Feliu de la Peña, S.A.
Apartado de Correos, 98
Granollers (Barcelona)
Tel: 849 04 33 - 849 07 54

Women's fashions:
Jolauda Martin
Diagonal, 505
08029 Barcelona
Tel: 239 47 21

Public relations company' seeks to represent U.S. companies in Spain:
Feedback Imagen y Comunicación, S.A.
Zurbaran, 7
28010 Madrid
Tel: 410 30 01

Picture frames and related items:
Molgra, S.A.
Pablo Ferran, 11
Tárrega (Lérida)
Tel: (973) 31 23 04

Brass doorknobs; battery terminals for automobiles:
Cohega S.A.
Poligono Industrial
c/ J, N2 - Apartado 208
Valls (Tarragona)

Cosmetic products:
Lendan Ibérica, S.A.
Laboratorios Químico-Cosméticos
c/ Sta. Cruz de Calafell, 51
Sant Boi de Ll. (Barcleona)
Tel: 654 45 51 - 661 68 97

Cosmetics and plastic weight-losing garments:
Industrias Estéticas Garlons
Calle Alboraya, 26
46010 Valencia

Sickles for agriculture and gardening:
Eladio Reguillo
Apartado 6
La Solana (Ciudad Real)
Tel: (926) 63 15 08

Textile machinery:
Pannon
Calle Mata, 34
Mataró (Barcelona)
Tel: 790 37 85

Phonograph records:
Distrimusic, S.A.
Grcia de Paredes, 12 - 1°
28010 Madrid
Tel: 445 84 09

Spanish garlic:
Sr.D. Manuel Caperrós de Haron
Canten Grande 16-17 - 9°
15003 La Coruña

Sweaters; mattress covers:
Confecciones ROSER
Nava de Porta, 22, bis
08016 Barcelona
Tel: (93) 351 11 53

Garlic powder:
Aconsailsa
Ctra. de Montalbán-La Rambla, Km. 2
Montalbán de Córdoba
Tel: 31 02 00

Materials for fabrication of tennis balls:
Jucabei, S.A.
Narvaéz, 86
Madrid-6
Tel: 411 23 00 - 27 69 19

Leather belts for men and women, all price levels:
Miguel Bellido, S.A.
Poligono Industrial Mazanares
Ciudad Real
Tel: 65 05 44

Rubber soles for the shoe industry; rubber sheets for the automotive industry:
ELASTORSA
Avenida de Quel, 35
Apartado, 48
Arnedo (Logroño)
Tel: 38 02 00

Orthopedic equipment, wheelchairs:
T. Uribarri, S.L.
Polig. - Bakiola, s/n
Arrankudiaga (Vizcaya)

Knapsacks; ceramic dolls; valises; plastic tucks for clothing; vegetables; olive oil:
Scandess, S.A.
Guzman el Bueno, 48
28015 Madrid

Children's toys of plastic and vinyl:
Jugasa Ltda.
Dr. Salcedo, 69, Aptdo. 36
Onil (Alicante)
Tel: 56 48 00

Synthetic iron oxides (yellow and read); speed reducers for heavy and light machinery:
Variexport, Trading Agency
Avda. Barberá, 142
Aptdo. 2003
Sabadell (Barcelona)

Children's clothing (to age 16):
Kiddyland
Lear Styl, S.A.
Roger de Lauria, 90
Correos, 51
Mataro (Barcelona)
Tel: 798 98 00

Fruit juices; accessories for motorcycles, cars, sports boats and bicycles; tools (hardware); lithographs and home decorations; wines and champagnes:
M&B Consulting
Diputación, 237, 6°, 1°
08007 Barcelona
Tel: 318 98 91 - 301 85 76

COMPANIES SEEKING REPRESENTATION

SEEKS REPRESENTATIVE AND DISTRIBUTOR IN THE U.S. FOR COSMETIC PRODUCTS AND WEIGHT-LOSING PLASTIC GARMENTS: Industrias Estéticas Garlóns; Calle Aboraya, 26; 46010 Valencia; Tel: (6) 360-8165. Attn: Francisco Carbajeira.

COMMERCIAL AGENT CONNECTED WITH THE TEXTILE INDUSTRY is interested in representing or purchasing cardboard or plastic cones or cylinders. Would also purchase batches or remnants from the textile industry. References will be provided upon request. Contact: JUAN RIFA PARES; Cataluña, 12; Santa Eugenia de Berga; Vic (Barcelona), Spain.

SPANISH AGENCY seeks export/import businesses desiring promotion and commercialization of their products: SCEVOLA International; Aptdo. de Correos, 1,334; 46080 Valencia.

SEEKING CAPITAL INVESTMENT for construction and exploitation of industrial complex in the field of video and film, including production studios and postproduction facilities. Contact: Y.G. Comercial, S.A.; P.O. Box 36.187; 28080 Madrid; Telex: 92 230 COCIN E.

REPTILE-SKIN ARTICLES: Spanish exporter seeks importer of leather goods. Contact: Mr. Pedro Van Stokkum, Importer/Exporter; Calle Vista Alegre 11-5b; Porto Pi Palma de Mallorca; Tel: 40 21 62.

Productos Españoles Solicitados

Ropa de niño:
Mrs. Carmen Prada
1545 Stuyvesant Ave.
Union, NJ 07083

Ropa de niño:
Mr. Esteban Arévalo
323 West 55 Street
New York, NY 10019

Perfume:
Mr. Agustin Corbella
4635 N.W. 31st St. Avenue
Gainesville, FL 32606

Curtidos:
Ms. Cleusa D. Ribeiro
Eximplast Corp.
Empire State Bldg.
350 Fifth Avenue
Suite 6302
New York, NY 10118

Articulos de decoración y joyas:
Mr. M.A. Robinson
628 Egan Avenue
Verdun, Quebec H4H 1W5
Canada

Articulos personales de cuero:
Ms. M. C. Susan de Maio
Caprice Imports
Bradford Boyd
Frances Olmsted
2 Ellis Place
Ossining, NY 10562

Zapatos:
Mr. Roland Petersen Press
Petersen Import/Export
32140 Ortega Highway
Lake Elsinore, CA 92330

Cerámica, zapatos, lamparas, carteras:
Mrs. Dixiana Cueto
5414 Park Avenue
West New York, NJ 07093

Azafrán:
Mr. Robert Santi
73 Harding Avenue
Nevington, CT 06111

Articulos de decoración:
Ms. Rose McNeese
Import Rose McNeese
5 Seagrape Terrace
Ormond Beach, FL 32074

Equipo Médico:
Mr. Ward Sotson
Vem Scientific, Inc.
1459 E. De Amo Boulevard
Carson, CA 90746

Articulos de regalo:
Vitel Importers
Mr. Vito Buffa
1464 East 7th Street
Brooklyn, NY 11230

Polyurethane for flooring and other covering uses:
Pikolin S.A.
Autovia de Logroño, Km.6500
50011-Zaragoza
Tel: (976)34 22 00

Guitarras:
Mr. Kenneth Haley
K. L. Haley Import-Export
P.O. Box 521
Hempstead, TX 77445

Ropa de cuero y piel:
Mr. Chris Gable
1155 Park Avenue
New York, NY 10128

Cosméticos:
Jesse Salinas
Texas Enterprises
P.O. Box 1174
Kingsville, Texas 78363

Azafrán:
Mr. Neyeri
Naymok International
22981 Triton Way
Unit C
Laguna Hills, CA 92653

Pasta alimenticia:
Mr. Jarle Dragbik
Demaco International
875 Merrick Avenue
Westbury, NY 11590-6699

Muebles:
Dixie Cramer
Dobbie-Cramer
Suite 1215
The Merchandise Mart
Chicago, IL 60654

Muñecas y muebles en miniatura:
Mr. R. E. Holm
Import/Export
P.O. Box 3847
Ventura, CA 93006

Semillas:
Ms. Cathy Fields
PS International Ltd.
3500 W. Depauw Blvd.
Suite 2110
Indianapolis, Indiana 46268

Import-Export:
Mr. G.S. Catarroja, Jr.
Alglite International Corp.
172 West College Street
Covina, CA 91723

Import-Export:
Mr. Armond Hosepan
Impex Co.
P.O. Box 2726
Northridge, CA 91323

Juguetes:
Mr. William Smith
I.D.P.
851 East S.R. 434
Suite 212
Longwood, FL 32750

COMPANIES SEEKING REPRESENTATION

OFRECE REPRESENTACION PARA OPERACIONES DE NEGOCIOS Y FINANZAS

Ciudadano americano con titulo universitario ofrece sus servicios como representante de compañias españolas para operaciones de negocios y finanzas. Sr. Antonio Sala, 9 Coventry Circle West, Marlton, NJ 08053.

DOLBI-CASHIER, la firma más importante de articulos de regalo en los Estados Unidos, busca representante en España. Los interesados, pónganse en contacto con: Mr. John Ruhl, Dolbi-Cashier; 435 N. La Salle St., Chicago, IL 60610; Tel: (312) 644-1600.

DIRECTOR GERENTE PARA EE.UU.

Profesional español-americano experimentado en gerencia comercial y control de empresa desea afiliarse con fabricante de productos de consumo masivo o industriales de alto potencial en el mercado de EE.UU. Interesados, dirigirse a: Spanco Associates, P.O. Box 191, Eastchester, NY 10709.

ALFOMBRAS Y MUEBLES METALICOS: Compañia española exportadora busca representante a comisión. Segovia Textil, S.A.; Attn: Sr. Juan M. Aznar; Crevillente (Alicante) Tel: 40 31 13 / 40 32 03; Telex: 63874 E.

COMPAÑIA AMERICANA busca representación en España: Mr. Gregory Massalski, Executive Director; International Import/Export; 32 LaSalle Street; New Britain, CT 06050.

COMPAÑIA AMERICANA ofrece sus servicios para representar compañia española: Mr. Roger Maraj; Maraj Bros. Agencies; P.O. Box 319; 4 Bridge St.; Castries, St. Lucia, West Indies.

DANZAS S.A.E. TRANSPORTES INTERNACIONALES

Who to contact? Why not save time/money? What advantages?

HEAD OFFICE
28016 MADRID
Concha Espina, 65
Tel 457 52 50
Telex 27464

08003 BARCELONA
Via Layetana, 57
Tels 301 10 32-301 50 16
Telex 54692

MADRID
Avda de Fuentemar, 37
Tels 673 40 14
Telex 43773

48900 BILBAO
Alameda de Mazarredo, 39
Tels 423 23 60 - 23 18 90
Telex 32508

03003 ALICANTE
Orense 9, Entreplanta
Tels 12 16 56 - 12 18 56
Telex 66233

46011 VALENCIA
Dr. J. J. Domine 15
Tels 367 64 00 - 367 64 04
Telex 61452

Regular Consolidated Service (LCL)
Full Container Service • Door-to-Door • Projects
Air Consolidation Express

For more information, contact our representative in New York:
DANZAS COMMERCIAL DELEGATION, INC.
17 Battery Place N., New York City • Telephone (212) 943-0230

By LUISA PUJOL

International Trade Fairs in Spain, 1986

JANUARY

Jan. 14-18 Valencia	"TEXTILHOGAR"—International Fair of Home Textiles and Decoration.
Jan. 22-26 Zaragoza	"ENOMAQ"—International Fair of Machinery and Equipment for Wine Cellars
Jan. 28-30 Barcelona	"SALON GAUDI"—Ready-made Men's Wear (First Edition)
Jan. 28-Feb. 2 Madrid	"FITUR"—International Tourism Fair

FEBRUARY

Feb. 1-9 Barcelona	"Salón Naútico Internacional y Sector Caravaning"—International Boat Show and Caravaning (Mobile Homes) Sector
Feb. 6-11 Valencia	"FEJU"—International Toy Fair
Feb. 7-11 Valencia	"DIPA"—International Fair of Didactical Materials, Teaching Methods and Stationery
Feb. 11-15 Madrid	"SICUR"—International Security Systems Fair
Feb. 13-16 Valencia	"FIMI"—International Fair of Children's and Young People's Fashions
Feb. 21-25 Valencia	"CERVIDER"—Fair of Ceramics, Glass and Decorative Items
Feb.21-25 Zaragoza	"SMOPYC"—International Fair of Public Works and Construction Machinery
Feb.28-Mar.2 Madrid	"IBERMODA"—International Exhibition of Men's Fashions
Feb.28-Mar.2 Madrid	"IMAGENMODA"—International Exhibition of Women's Fashions

MARCH

Mar. 4-6 Barcelona	"SALON GAUDI-MUJER"—Ready-made Ladies' Wear
Mar. 8-13 Barcelona	"ALIMENTARIA"—International Food Show
Mar. 10-14 Valencia	"CEVISAMA"—Fair of Ceramics, Glass and Facing for the Building Industry, Sanitary Ware, Raw Materials and Machinery for the Ceramic and Glass Industry
Mar. 11-14 Elda (Alicante)	"FICC"—International Footwear and Allied Industries Fair
Mar. 12-15 Zaragoza	"ROBOTICA"—International Show of Technology and Robots
Mar. 15-23 Madrid	"BRICOLAGE"—Do-It-Yourself International Exhibition

APRIL

April 9-13 Barcelona	"RODATUR"—International Tourism Show
April 11-16 Valencia	"FIAM"—International Fair of Jewelry, Lamps and Metal Arts
April 11-17 Zaragoza	"FIMA"-International Agricultural Machinery Technical Fair
April 18-22 Bilbao	"AMBIENTE"—International Fair of Installations
April 19-23 Valencia	"SALON DE LA MUSICA"—International Musical Instruments and Accessories Show
April 19-26 Las Palmas	International Fair of the Canary Islands
April 19-28 Sevilla	International Iberian-American Trade Fair
April 22-27 Barcelona	"COSMO"—International Defense and Aerospace Show
Apr.26-May 1 Barcelona	"EXPOMOVIL"—International Show of Automation and Transportation Techniques
Apr.30-May 4 Valladolid	"BICI-MOTO"—International Bicycle, Motorcycle and Ancillary Parts Fair

MAY

May 6-11 Valencia	"FIV"—Valencia International Trade Fair
May 14-17 Elda (Alicante)	"MODATECC"—Footwear Technology and Fashion International Fair
May 22-25 Valencia	"EXPOFARMACIA"—International Congress and Exhibition of Pharmaceutical Specialties
May 23-26 Madrid	"EXPO-OPTICA"—International Optical Instruments Exhibition
May 26-30 Madrid	"TEM"—International Show of Municipal Equipment and Techniques
May 30-June 3 Mahón (Menorca)	"SEBIME"—International Costume Jewelry in Spain

JUNE

June 7-15 Barcelona	International Trade Show

JULY

July 16-20 Zaragoza	"EXPO-BAJA"—International Show of Competition Vehicles
July 18-28 El Ferrol (La Coruña)	International Trade Show of the Northeast

AUGUST

Aug. 2-17 Gijón (Asturias)	International Trade Show of Asturias

SEPTEMBER

September Barcelona	"SALON GAUDI" Men's Wear (Second Edition
September Barcelona	"SALON GAUDI"—Women's Wear (Second Edition)
Sept. 9-12 Elda (Alicante)	"FICC"—International Footwear and Allied Industries Fair
Sept. 11-14 Valencia	"FIMI"—International Fair of Children's and Young People's Fashions
Sept. 15-21 Barcelona	"SONIMAG"—International Image, Sound and Electronics Show
Sept. 19-22 Valladolid	International Trade Show of Valladolid
Sept. 20-28 Lérida	"EUROFRUIT"—International Agrarian Show of San Miguel
Sept. 23-28 Barcelona	"LIBER"—International Book Fair
Sept. 23-28 Valencia	"FIM"—International Furniture Fair
Sept. 26-28 Madrid	"IBERMODA"—International Men's Fashions Exhibition
Sept. 26-28 Madrid	"IMAGENMODA"—International Women's Fashions Exhibition

OCTOBER

Oct. 1-4 Bilbao	"FERROFORMA"—International Hardware Show
Oct. 14-18 Madrid	International Electricity Show
Oct. 16-26 Valencia	"IBERFLORA"—International Fair of Horticulture, Equipment, Machinery and Sundries
Oct. 17-21 Valencia	"EUROAGRO"—International Fair of Agricultural Production and Marketing
Oct. 22-29 Bilbao	"BIEMH"—International Show of Tools and Machinery
Oct. 29-Nov. 2 Valencia	"FIMMA-MADERALIA—International Show of Machinery for the Wood and Furniture Industry

NOVEMBER

Nov. 14-21 Madrid	"SIMO"—International Business Equipment and Data Processing Show
Nov. 19-21 Elda (Alicante)	"MODATECC"—Footwear Technology and Fashions International Fair
Nov. 20-24 Bilbao	"SINAVAL"—International Naval, Maritime and Port Show
Nov. 25-28 Valencia	"INDUFERIAS"—International Parks Show

DECEMBER

Dec. 2-5 Madrid	"INSTRUMENTALIA-EXPOMEDICA"—International Show of Scientific, Medical and Technical Instruments

Does your shipping line speak your language?

Fixed departures get your cargo to its destination on time. Our superior services insure that your shipments arrive smoothly and safely. No matter how complicated, no matter how urgent, you can always depend on Maersk Line to deliver.

MAERSK LINE

Service all the way. Maersk Line.

MAERSK LINE

Moller Steamship Company, Inc., One World Trade Center, Suite 3527, New York, NY 10048 (212) 432-8200.

Spanish Food: Many Succulent Surprises

SPANISH FOOD is as diverse and full of surprises as Spain itself. But there are certain ingredients you can expect to enjoy: lemon, garlic, olive oil, pine nuts, almonds, and, especially, onions. Spanish food is not unduly spicy, but it *is* well seasoned.

You can also count on foods being fresh and seasonal, such as artichokes, oranges, wild asparagus and tiny strawberries in the spring, partridge and other game in the fall.

Expect also to find some of the best, freshest and most varied seafood in the world. Even Madrid, in the very center of the country, prides itself on having seafood only a few hours removed from the sea.

In Barcelona, which embraces the Mediterranean, there is a harvest of seafood, shrimp, fish, squid and clams. They are often served in aromatic stews called *zarzuelas* or *opera*, or in a medley with rice known as *paella a la Parellada*, a close cousin of *paella Valenciana*, the rice-seafood dish served further south in Valencia.

While in Córdoba, Seville, Granada, and the coast resorts of Marbella and Torremolinos, be sure to sample such Andalusian specialties as *gazpacho*, *sopa de ajo blanco* (a special Granada soup made with ground almonds and white garlic), and the tiny fish known as *chanquetes*, fried gossamer-crisp.

A visit to Santiago de Compostela in the fertile, lusciously green northwest corner of Galicia, gives you the chance to savor *caldo Gallego* (a hearty meat and vegetable soup), *empanadas* (fish- or meat-filled pies), Atlantic seafood, *lacón con Grelos* (pork leg with turnip greens), and the sweet *tetilla* and *San Simón* cheeses.

Basque cooking is the most famous in Spain. Such Basque dishes as *changurro* (king crab) baked with cheese, the fish *merluza* in green sauce, and *bacalao* (cod) prepared dozens of different ways—all are favorites throughout Spain.

All culinary roads meet in Madrid. Here you will find hearty and indigenous Castilian dishes such as roast lamb and roast suckling pig, game pickled in an *escabeche* sauce, mountain-spring trout, wild mushrooms, garlic soup, and the hearty Castilian stew called *cocido*.

In Madrid you will also find the special *fabada Asturiana* (the bean, pork and sausage stew of Asturias), *perdiz estofada* (the baked stuffed partridge of Toledo), *angulas* (baby eels) from Bilbao, and of course the ubiquitous national dish called *tortilla española*, which is really a potato omelet, eaten hot, cold, as a snack or on a picnic.

A Spanish pastime, in every part of the country, is *tasca*-hopping—dropping by a local bar (or *tasca*) before a meal for a glass of wine and an assortment of *tapas*. The word *tapa* literally means lid or cover. It translates into tiny plates or dishes of toasted almonds, ripe olives, air-dried mountain ham (*jamón*), *chorizo* (sausage), and hundreds of other appetizers.

It is easy to make a meal of assorted *tapas* and let it go at that. Different *tascas* have particular *tapa* specialties. Part of the fun of *tasca*-hopping is the sense of discovery each *tasca* brings.

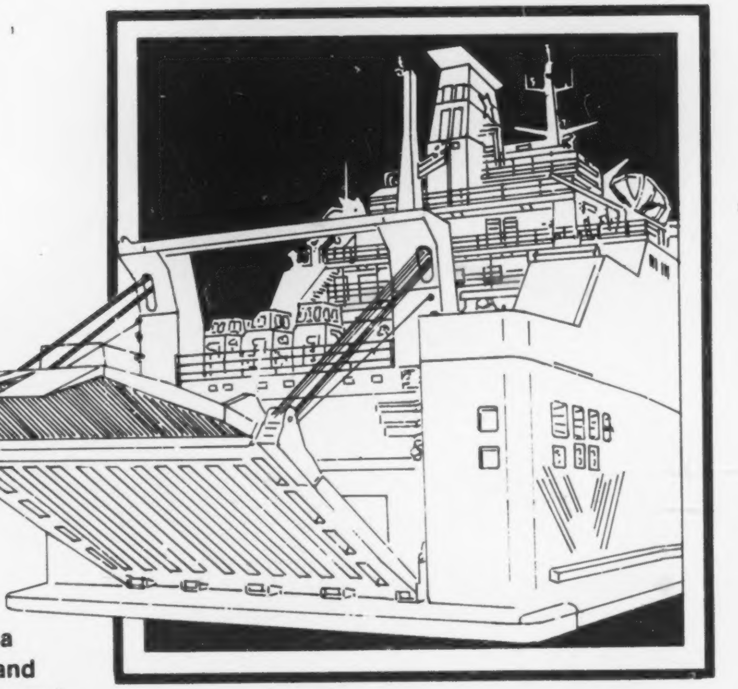
Sweets are popular in Spain, and are often eaten at *merienda* (tea-time), as well as for dessert. Look for the *marzipan* of Toledo, made from an ancient Moorish recipe, *almendrados* (almond cookies), fried-dough *churros* dunked donut-like into hot chocolate at breakfast, and the rich almond-studded nougat candy called *turrón*.

On almost every dessert menu in Spain you will find *flan*, a Spanish version of *crême caramel*. There are many regional specialties as well. In Catalonia *flan* becomes *crema Catalana*—a richer, more eggy version. The Basques like their *capuchina* (an egg-yolk sponge cake) and *tostadas de crema* (fried custard square). Andalusians favor honeyed pastries and *yemas*, made with many egg yolks.

Eating in Spain is rarely just a necessity. More often, it's a celebration. Ebullient groups of Spaniards seem to turn every ordinary meals into festive occasions. A visitor quickly catches the spirit. □

Trasatlantica Spanish Line

Over a Century of Quality Service



For over a century, Trasatlantica Spanish Line has served Spain and the U.S., offering quality service and personalized attention to customers and cargo. Now, Trasatlantica Spanish Line's North Atlantic service has been expanded to include the Italian ports of Genoa and Leghorn, linking the heart of the Mediterranean with the United States. Also new is the addition of two sophisticated Ro/Ro and Lo/Lo vessels offering service between Mediterranean ports and Miami and the U.S. Gulf. General agent for the line is Trasatlantica (USA) Agency Inc., 99 Hudson Street, 6th Floor, New York, NY 10009. Telephone (212) 925-3838.

TRASATLANTICA
Spanish Line

IBERIA INTRODUCES THE ULTIMATE FREQUENT FLYER PLAN.

"NO MILEAGE REQUIRED"

The Iberia V.I.P. Travel Club

Unlike ordinary frequent flyer plans, Iberia's new VIP Travel Club requires no mileage accumulation.

With Iberia's VIP Travel Club you can earn up to $400 dollars in bonus certificates after your very first flight.

Certificates that can be used like cash, when you purchase your next ticket on Iberia.

Or you can accumulate dollar bonus certificates and fly free anywhere Iberia flies—Europe, Africa and the Middle East. It's that simple.

Club Highlights

Club members can earn dollar certificates on the following class of service:

Grand Class

earns $200 bonus dollars (each way). And you'll be treated like Spanish royalty, with vintage wines, gourmet foods, sleeperette seats and never ending service.

Preference Class

earns $100 bonus dollars (each way). On Preference Class, our business class, you'll relax in spacious seats and be surrounded by amenities some airlines only offer their first class passengers.

Normal Economy Class.

earns $75 bonus dollars (each way). Iberia's Economy Class economizes only on price, not on service.

Club members can use their dollar certificates at any travel agency or Iberia ticket office in the USA.

Club [illegible]bers can use their dollar certificates on any scheduled Iberia transatlantic flight from the USA.

No membership fees. No additional cost.

Join the Club

To become a member of Iberia's VIP Travel Club all you have to do is see your travel agent or call Iberia at 1-800-221-9741. In New York call 718-793-3300. You'll receive your personal VIP Travel Club booklet with complete details and conditions on how easy it is to participate in Iberia's VIP Travel Club.

Welcome to the club. No mileage required.

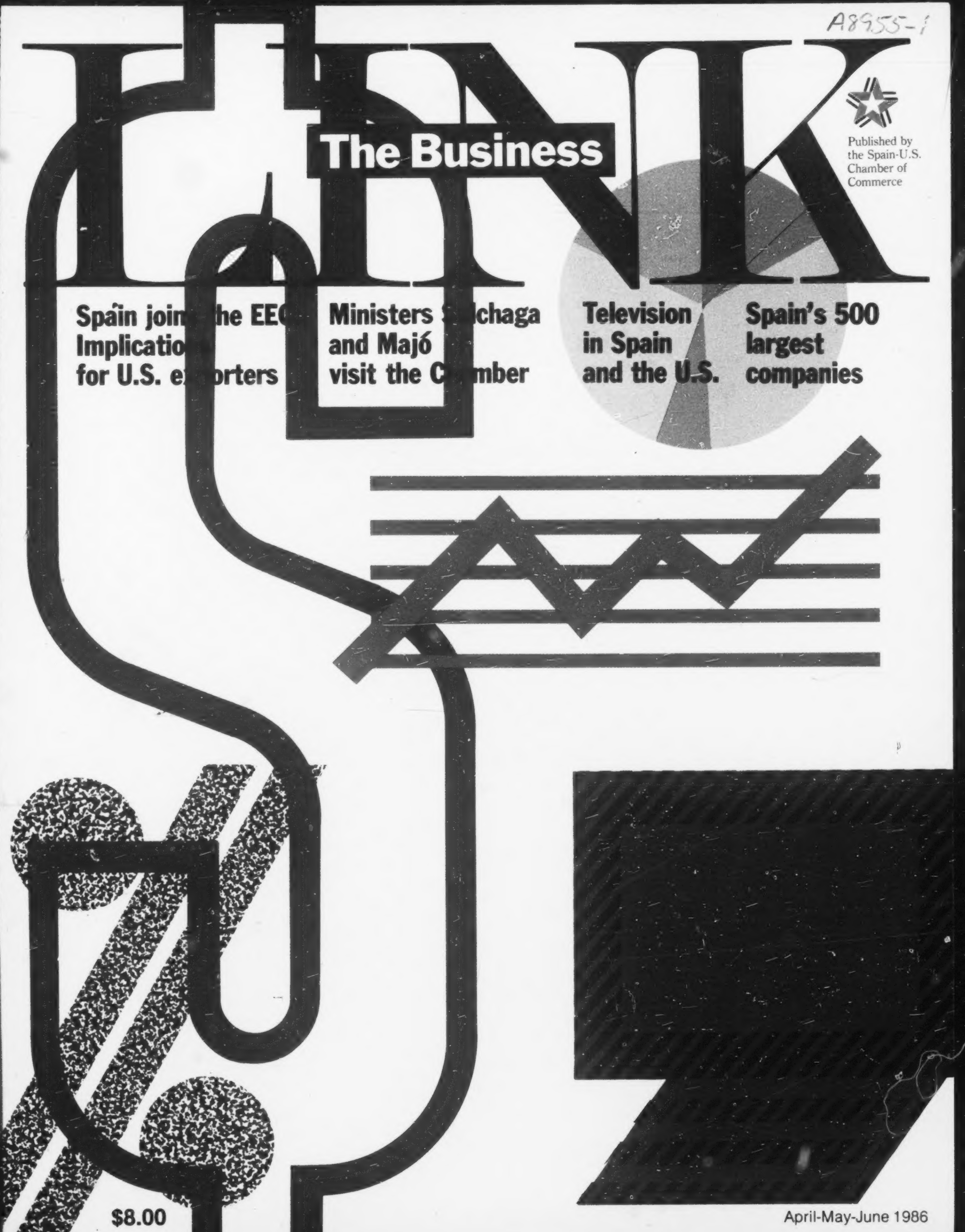
Bonus certificates and the entire program are effective for travel beginning November 1, 1985.

IBERIA
AIRLINES OF SPAIN

A8955-1

The Business LINK

Published by the Spain-U.S. Chamber of Commerce



Spain joins the EEC: Implications for U.S. exporters

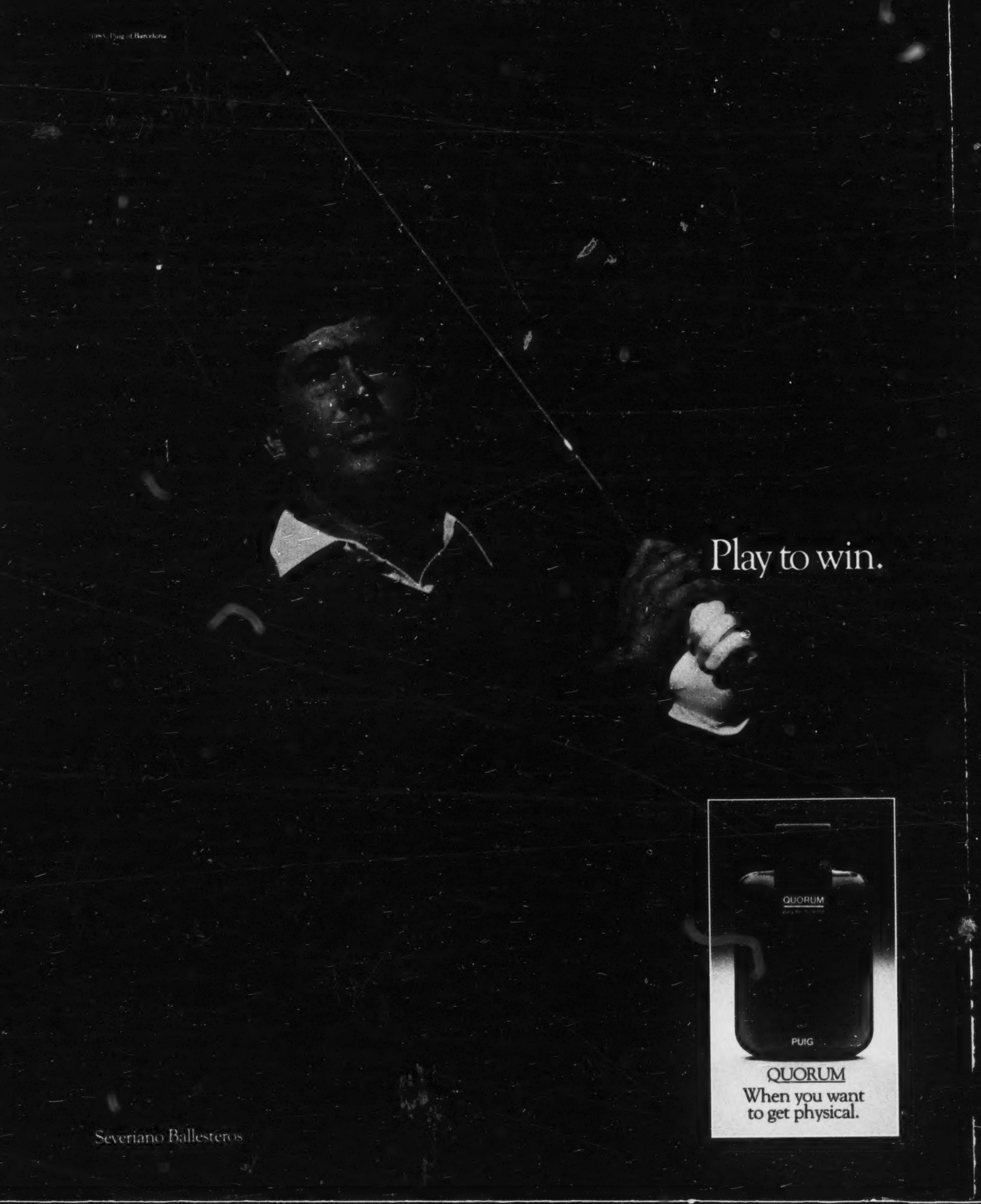
Ministers Solchaga and Majó visit the Chamber

Television in Spain and the U.S.

Spain's 500 largest companies

$8.00

April-May-June 1986


1985, Puig of Barcelona
Play to win.
QUORUM
PUIG
QUORUM
When you want
to get physical.
Severiano Ballesteros

President
JOSEPH R. SANCHEZ
Bank of America
Second Vice President
ANTONIO ESCAMEZ
Banco Central of New York
Treasurer
MICHAEL BENNIS
Changing Times
Corporation Secretary
MICHAEL H. GREENBERG
Graubard Moskovitz McGoldrick
Dannett Horowitz & Mollen
Honorary President
GABRIEL MAÑUECO
Ambassador of Spain, Washington, D.C.
Honorary Vice President
MANUEL SASSOT
Consul General of Spain in New York
Honorary Director
JOAQUIN DE LA INFIESTA
Commercial Office of Spain, New York
Executive Director
MIGUEL SEBASTIA
Deputy Director
ANTONIO CAMUñAS

Directors:
EDWARD W. BLATTNER
Panalpina, Inc.
JAMES A. BONNARDEAUX
Extebank
LUIS BENITEZ DE LUGO
Banco de Santander
JUAN C. CAPPELLO
ITT Corporation
JOSEPH A. CARAGOL
Joseph Caragol, Inc.
FREDERICK W. CHASE
Chase Sales Company
VICENTE GARCIA-DELGADO
Windels, Marx, Davies & Ives
MICHAEL GILFOND
Manufacturers Hanover Trust Co.
JUAN LUIS GOUJON
Lois Sportswear USA
WILLIAM KROESING
Freixenet U.S.A. Inc.
EDUARDO LASTRA
Ensisteel, Inc.
ENRIQUE LOEWE
Loewe
JACK McANDREW
Price Waterhouse & Co.
RICHARD V. PARKS
Farrell Lines, Inc.
JOHN PHILBIN
Irving Trust Company
MANUEL PINTO
Iberia International Airlines
JEAN POLGAR
J. Henry Schroder Bank & Trust Co.
VICENTE PUIG JR.
Vicente Puig & Co.
JOSE L. SAEZ
Marsans International
RAMON DE SARRIERA
Banco de Bilbao
DOMENICK G. SCAGLIONE
Chase Manhattan Bank
GEORGE B. SCHRECK
General Motors Corporation
FREDERICK E. TETZELI
Morgan Guaranty Trust Co. of New York
JOSEPH F. UNANUE
Goya Foods, Inc.
MIGUEL VIVES
Intechnos
Founding Fathers
JOHN E. CODINA
John E. Codina & Co.
JESUS DE AZCARRETA

SPAIN-US
CHAMBER
OF
COMMERCE

THE BUSINESS LINK
published by
The Spain-U.S. Chamber of Commerce, Inc.
CAMARA DE COMERCIO ESPAÑOLA EN ESTADOS UNIDOS
350 Fifth Avenue, New York, NY 10118
Telephone: (212) 967-2170
Telex: 275815 SPAN UR
Cable Address: CAMACOES

APRIL-MAY-JUNE 1986 — No.142

Contents:

Editorial: La Revista de la Cámara: Más grande y mejor 3
The Chamber Magazine: Bigger and Better

Chamber Events:

Carlos Solchaga, Spain's Minister of Economy and Finance, Addresses Chamber Luncheon 4
Minister of Industry Joan Majó is Chamber Guest 6
Reception Celebrates Establishment of Spain-Israel Relations 9
Cena Baile Anual de la Cámara 28

Features:

Spain and the European Community: Implications for U.S. Exporters, by Randall Miller 11
Spain Adjusts to the Value Added Tax System 16
Permanent Residency for the Intra-Company Transferee, by Philip J. Kleiner 17
Entrevista con Diego Carcedo, Corresponsal de Televisión Española en Nueva York, by Susana Aikin 19
La televisión en los Estados Unidos 22
Streamlining Litigation: Recent Modifications to the Spanish Civil Procedure Code, by José W. Fernandez 27
The Liberalization of Foreign Investment in Spain 31
Spain's 500 Largest Firms Ranked by Sector 32
Shopping in Valencia, by Judith Glynn 40
Nueva Regulación de la Letra de Cambio, por Alvaro Sainz 45
Penedès: Report on the 1985 Wine Harvest, by Miguel A. Torres 52
La Cámara recuerda a Tierno, by Antonio Camuñas 64

Books:

"Guide to Living and Investing in Spain" 39
"Spanish Business Law," by Bernardo M. Cremades 57

Departments:

Fairs and Exhibitions 42
Current Legislation in Spain, prepared by J. & A. Garrigues 59
Business Opportunities/Oportunidades Comerciales 62
News in Brief 65

Editor: SUSANA AIKIN • Layout and Production: DAVID THOMAS
Cover Design: JAVIER ROMERO • Photographs: BEGOÑA RIVAS, EDUARDO SOMOZA, MIGUEL ZAVALA, JUDITH GLYNN ('Shopping in Valencia')

Published quarterly, copyright 1967, as a service to its members by the Spain-U.S. Chamber of Commerce, Inc., a non-profit organization, 350 Fifth Avenue, New York, NY 10118; telephone (212) 967-2170. Subscription rates: $25.00 per year, U.S. and Canada, 5,000 pesetas per year Spain. Printed in the United States of America.

BANCO EXTERIOR GROUP... OF SPAIN... OF FEDERAL REPUBLIC OF GERMANY... OF BELGIUM... OF NETHERLANDS... OF ITALY... OF THE UNITED KINGDOM... OF ECUADOR... OF PERU... OF ARGENTINA... OF PANAMA... OF PARAGUAY... OF EQUATORIAL GUINEA... OF COLOMBIA... OF BRAZIL... OF FRANCE... OF GUATEMALA... OF BAHRAIN... OF THE UNITED STATES... OF MEXICO... OF USSR... OF VENEZUELA... OF SWITZERLAND... OF SINGAPORE... OF PORTUGAL... OF EGYPT... OF CAYMAN ISLANDS... OF URUGUAY... OF BOLIVIA... OF CHILE... OF THE WORLD.

BANCO EXTERIOR GROUP
Banking without frontiers

Representative Office
645 Fifth Avenue
Olympic Towers Building
11th floor New York, N.Y. 10022

EDITORIAL:

La Revista de la Cámara: Más grande y mejor

Uno de los objetivos prioritarios de esta Cámara de Comercio es lograr que su revista sea un elemento imprescindible para conocer la realidad económico-comercial española y norteamericana, un verdadero nexo de unión entre los dos países.

Por ello estamos trabajando con el serio empeño de mejorar su forma, contenido y distribución, para lograr que sea reflejo de la linea de crecimiento y expansión por la cual la Spain-USA Chamber of Commerce ha apostado de manera decidida.

Hemos eligido un título que sintetiza adecuadamente nuestra actividad; estamos trabajando ya en el diseño de una maqueta; queremos incrementar las colaboraciones de prestigio y mejorar sustancialmente las entrevistas. Por otro lado, el número de nuestros lectores aumenta progresivamente y hemos doblado nuestra tirada casi rebasando los 4,000 ejemplares.

Tampoco olvidamos la importancia de la captación de publicidad, pues de ella depende en última instancia nuestra supervivencia. Una revista mejor, leida por más y más gente, significará un mayor interés en anunciar en neustras paginas.

Entretanto, el último esfuerzo editorial de la Cámara ha sido la publicación del Directorio de Comercio 1986, que ya se distribuye entre nuestros socios y se ha puesto a la venta en nuestras oficinas, y que está recibiendo una acogida muy positiva.

Sacar una revista exige un esfuerzo adicional, tanto humana como económicamente. Por ello, a partir de este número apareceremos trimestralmente. Para ofrecerle más paginas, con más y mejor contenido, con más y mejores secciones. Para ofrecerle una revista que sea digna de nuestro tiempo, y sobre todo, del suyo.

Finalmente, recordarles que la Cámara ha transladado sus oficinas al Empire State Building, provisionalmente en el piso 14, en espera del acondicionamiento del local definitivo en el piso 35, donde nos trasladarenos en fecha próxima.

The Chamber Magazine: Bigger and Better

One of the priority objectives of this Chamber of Commerce is that our magazine should become an indispensable factor in a knowledge of the reality of Spanish and American economy and commerce, a genuine link uniting our two countries.

To this end we are working seriously with the aim of improving our magazine's form, content and distribution so that it will reflect the upward curve of growth and expansion to which the Spain-USA Chamber of Commerce has firmly committed itself.

We have selected a title which adequately synthesizes our activity, and we are now working on the design of a format. We plan to increase the number of prestige collaborations and to have more and better interviews. On another front, the number of our readers is expanding progressively, and we have doubled our printing to over 4,000 copies.

Nor are we forgetting the importance of gaining advertising, for in the last analysis that is what our survival depends on. A better magazine, read by more and more people, will stimulate more interest in advertising in our pages.

Meanwhile, the most recent editorial effort of the Chamber has been the publication of the 1986 Trade and Membership Directory, which is now being distributed among our members and is on sale in our office, and which is having a very positive reception.

To publish a magazine takes an exceptional effort, human as well as economic. Therefore, beginning with this issue, it will appear quarterly. It will offer more pages, with more and better content, with more and better sections. It will be a magazine worth our time — and, above all, yours.

Finally, we should call your attention to the fact that the Chamber has moved its offices to the Empire State Building. We are temporarily on the 14th floor and waiting for our permanent location on the 35th floor to become available; we will be moving there soon.

SPAIN-US
CHAMBER
OF
COMMERCE

Above, Miguel Angel Fernández-Ordoñez, Secretary of State for Economy, who accompanied the Minister.

Left, Mr. Solchaga addresses Chamber members and guests during the luncheon at the Hotel Plaza.

Carlos Solchaga, Spain's Minister of Economy and Finance, Addresses Chamber Luncheon

"There is no doubt that after three years of reform and adjustment the economy is now healthier and more flexible, and the country better equipped to join the European Community," H.E. Carlos Solchaga, Minister of Economy and Finance of Spain, told a luncheon in his honor held on January 16th at the Hotel Plaza.

In his speech to the January 16th luncheon in his honor, H.E. Carlos Solchaga, Spain's Minister of Economy and Finance, presented a general overview of the economic policy which the Socialist Party has been developing since it took office in 1982 and which he believes has enabled Spain, in the final analysis, to join the European Community.

At the time when the Socialist Government was first established, he told the Chamber, with inflation at 14%, the balance of payments at a $4 billion deficit for two years in a row, a public budget deficit growing twofold every year, and Europe's highest unemployment rate, the Spanish economy offered a grim spectacle and bleak hopes for a rapid and dynamic recovery.

"When we took office," Minister Solchaga recalled, "we were convinced that the imbalances of the Spanish economy were of such magnitude that in the short term no sizable improvements could be expected from any economic policy." The first priority became the implementation of a macroeconomic adjustment policy, focused mainly on anti-inflationary measures, a tight readjustment of the budget, and a call for moderate wage agreements between employers and unions, while at the same time undertaking a number of structural reforms.

Among these structural reforms, some of the most important were in the areas of energy, industry and agriculture—three sectors strongly in need of reorganization. "Our energy policy," Mr. Solchaga said, "focused on scaling back investment in electrical plants, with the aim of bringing productive capacity in line with potential demand" and introducing "a realistic price structure . . . in a bid to stimulate the most efficient use of energy." In the industrial area, the policy undertaken was designed "to sharpen the competitive edge and guarantee the long-term viability of industries such as steel and shipbuilding, which have been devastated by the crisis." Finally, in agriculture, "the Government embarked on a pricing policy designed to encourage farmers to switch from producing goods which were in oversupply to those in shortage."

One of the greatest challenges with which the Socialist Government had to contend was the alarming Public Sector deficit, which was tackled from three different points in order to achieve an immediate reduction in public spending.

- First, through the remodelling of the internal revenue service in order to increase the efficiency of the tax collection system, which immediately increased tax receipts at a significant rate without raising taxes;
- Second, the revamping of the Spanish Social Security System

through a number of reductions in areas such as pension increases and side benefits;

- And finally the streamlining of public companies. "In this regard, the Government's policy has been two-pronged: while we have upgraded management of those firms which are to remain in the public sector, other companies which we believe should no longer be State owned have been put up for sale. As a result, the State holding company I.N.I. has been able to cut losses for the first time in many years."

The Government has also directed its efforts towards deregulating markets, particularly in the labor market, by making more flexible the 'hiring and firing' laws, as well as by introducing regulations covering part-time and temporary employment.

"Although these policies were designed to bear fruit mainly in the long term," added Minister Solchaga, "the immediate results have also been positive."

Spain's foreign trade responded very quickly to the new economic policies, with an increase in exports which has brought about a substantial surplus in the country's account balance as well as an improved credit rating in international capital markets.

In the domestic scene, the Minister said, the Government's most outstanding achievements have been the reduction of the inflation rate by five points, an increase in corporate profits and the reduction of interest rates with its subsequent boosting of capital goods investment.

"There is no doubt," said the Minister, "that after three years of reform and adjustment the economy is now healthier and more flexible, and the country better equipped to join the European Community. But what impact will membership in the Community have on Spain?"

In his opinion, EEC membership can only "reinforce the process of adjustment already under way . . . and encourage the current trend toward liberalization and flexibility. . . . I am firmly convinced that EEC membership will be of enormous benefit for Spain in the medium term, but I am not so naive as to think that it can be undertaken without an occasional setback."

"At any rate," he concluded, "I would like to underscore my belief that Spain's future depends only in part on the European Community. As with all countries, Spain's prosperity will also hinge on the economic policies chosen by the Government and the response of the country's different economic groups."

Left (L to R) Ambassador Manuel Sassot, Consul General of Spain in New York, with Apolonio Ruiz Ligero and Joaquin de la Infiesta.

Below, Eric Javits, President of the Spanish Institute, and Ambassador Emilio Artacho.

Above, Luis Sempere, Chief of the Technical Cabinet of the Minister of Economy and Finance.

Below (L to R), Miguel Otero, Chamber Executive Director Miguel Sebastia, and Jaime Caruana.

Minister of Industry and Energy Joan Majó is Chamber Guest

In a two-day visit to New York Joan Majó conferred with Chamber officers and sustaining members, electronic and data processing industry leaders, *New York Times* economic columnist Leonard Silk, and other members of the press. He also addressed a Chamber luncheon in his honor at the St. Regis-Sheraton on April 17th. The following are excerpts from his address to that luncheon.

The main goal of my lecture is to offer you a new approach to today's Spain. As you all know, Spain is the European country that has worked out the most dramatic changes in the few years. Let me point out some of these changes.

- Only ten years ago, Spain was a dictatorship with hardly any democratic tradition, and today it is a fully stable democracy. Within this general political process, a once strongly centralized government has, through political negotiations, been reorganized into a system of regional governments in order to increase the efficiency of the Administration.
- Also recently, from a country positioned between the block of developed countries and the Third World, Spain has taken an important step forward by becoming a fully accepted EEC member and one of the strongest supporters of the so-called "New Europe." Our confirmation on political and military association with NATO also reaffirms us as a country which is a part of the Western World.
- As a result of all this, our formerly autarchic, closed economy has become a liberal free market system, not only in relation to the EEC countries but also to the rest of the world.
- In order to adjust our economic infrastructure to our new open market system, and to revitalize some sectors of our economy which had become obsolete through hyper-protectionism and lack of foreign competition, Spain has been involved in a painful but necessary process of reconversion of our main sectors, a policy that has to be credited to my predecessor and the present Minister of Commerce, Carlos Solchaga.

I would now like to put forward some of the guidelines of the policy our Government intends to implement in the coming years, a policy which will focus on the following five major issues:

1. An effort to modernize produc-

Above, Chamber officers tell Minister Majó and Enric Homs, his Chief of Cabinet, about the Chamber and the general situation of Spanish exports in the United States market.

Right (L to R), Antonio Camuñas, Deputy Director, and Miguel Sebastia, Director of the Chamber, Minister Joan Majó, and Chamber President Joseph R. Sanchez.

Above, the Minister talks with representatives of the U.S. Department of Commerce and with Sánchez Rao (right) of the Spanish Embassy in Washington.

Right, José Encinas, Executive Director for the U.S. and Canada of INI (National Institute of Industry), Carlos Ziegler, and Minister Joan Majó.

tion systems and company management policies towards a modern approach in the areas of finance, marketing, quality control, research and development of new products that will be fully competitive and profitable within the world marketplace.

2 - The development of a series of measures that will attract the maximum volume of foreign investments from other countries in the Western World. Spain already has the necessary infrastructure in terms of communications and services, as well as the qualified workforce to be an interesting market for foreign investment. In addition, the Administration offers important financial, commercial and tax incentives for investment.

3 - Emphasis on high-technology industries: Spain has decided to pay special attention to high-tech industries in consideration of their key role in the modernization of the nation's industries. The development of sectors such as telecommunications, computers, electronics, etc. will be used as the main tool in the renewal of our industrial structure.

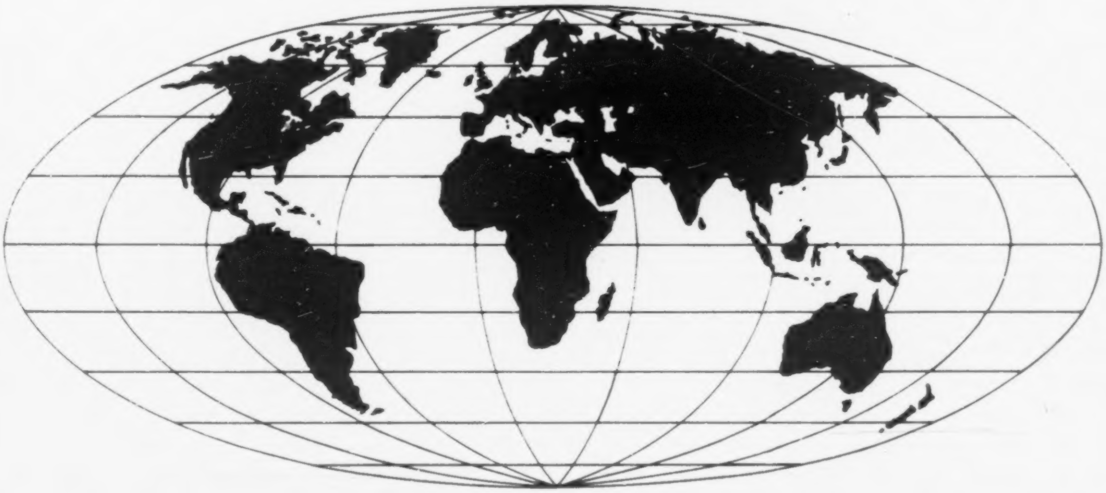
4.- The further strengthening of our current process of economic internationalization. The fact that the boosting of our exports is momentarily going to be outweighed by a dramatic increase in imports in our domestic market, does not worry us, since we understand that this process will stimulate our economy and force our companies to achieve a higher degree of competitiveness.

5 - An effort to enhance those sectors other than commodities and similar products in which the price is almost the only factor considered by the buyer in the transaction. Research, development, design, image and other marketing concepts must be brought up as important assets in the context of modern management.

Certainly, business plays in important role in the relation between two countries, and a good part of the knowledge the countries have about each other, as well as their images of each other, are often arrived at in the course of their economic and commercial relationships. I want to congratulate all of you for the work already done and to encourage you to continue your efforts, which are bring our two countries closer together. □

Minister Joan Majó with electronics and information processing industry leaders: (L to R) F. Castaldi, Senior Vice President, Sperry Corp.; B. C. Christensen, General Manager, IBM World Trade Corp.; Robert F. Reiser, President, International Operations, Xerox Corp.; Edmund M. Carpenter, President, ITT Corp.; Minister Majó; Chamber President Sánchez; and Juan C. Cappello, Senior Vice President, ITT Corp.

Banco de Santander Group



More than 170 offices overseas

The Banco de Santander is the Spanish company with the largest number of offices overseas.

The Banco de Santander Group has more than 1,000 offices in Spain, as well as a foreign network of more than 170 offices throughout 22 countries in Europe, North America, Central America and South America.

BS

GRUPO BANCO DE SANTANDER

Founded in 1857

The largest Spanish overseas Banking network

Celebrate Establishment of Spain-Israel Relations

On March 19th a brilliant reception was held at the Harmony Club of New York to celebrate the recent establishment of full diplomatic relations between Spain and Israel. This historic milestone prompted a number of members and friends of the Chambers of Commerce of Israel and Spain to attend, including Profesor Moshe Yegar, Consul General of Israel in New York, Ambassador Manuel Sassot, Consul General of Spain, and the Presidents of both Chambers, Messrs. Eli Zborowski and Joseph R. Sanchez.

The occasion was highlighted by the presence of the Mayor of New York City, Edward Koch, and other distinguished guests including Fernando Morán, Spain's Ambassador to the United Nations and former Minister of Foreign Affairs, who was in large part responsible for the diplomatic accord between Spain and Israel.

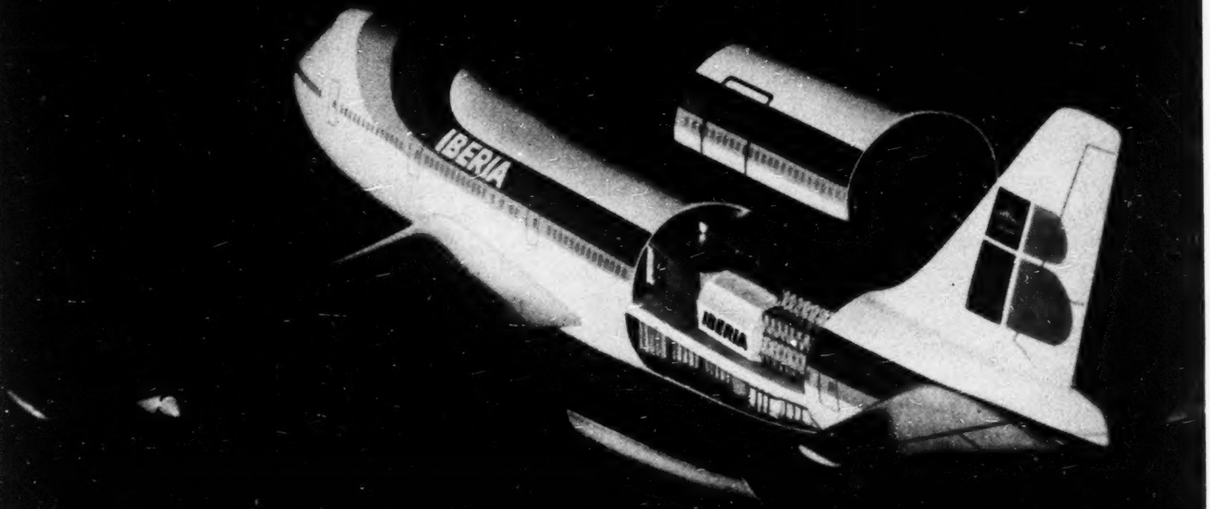
Above (L to R), Eli Zborowski, President of the American-Israel Chamber of Commerce, Ambassador Fernando Morán, Mayor Edward Koch, Spain-U.S. Chamber President Joseph R. Sanchez, Consul General of Israel Moshe Yegar, and Ambassador Manuel Sassot, Consul General of Spain in New York.

Left, Jacobo Kovladieff of the American-Jewish Committee talks with Miguel Sebastia, Executive Director of the Chamber.

Below (L to R) Chamber Deputy Director Antonio Camuñas, Ambassadors Sassot and Morán, and Francisco Girón Tena, Director of the National Tourist Office of Spain.

Above, Consuls General Yegar and Sassot compare notes.

IBERIA'S NEW SPACESHIP



A new dimension in inner space. New 747 combi's to ship large cargo.

A giant step toward better cargo service.

Iberia's new 747 combi SpaceShip blasts off from New York non-stop to Madrid, with cargo shuttle service every day of the week except Wednesday.

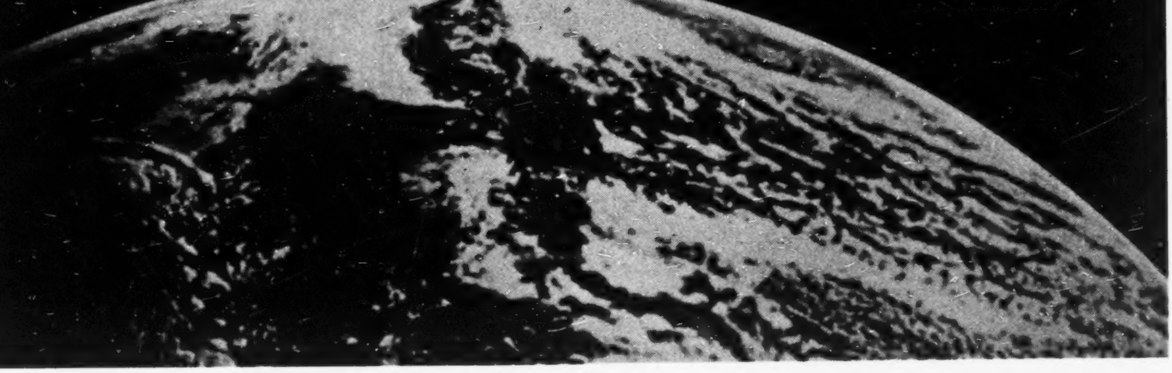
Our vast inner space reaches new heights and new lengths to meet your needs in shipping oversized payloads in one easy piece.

Iberia also has widebodies and freighter service waiting in Madrid—so you've got great connections to Europe, Africa and the Middle East.

And a new direct-dial computerized reservation system that instantly confirms your shipment.

For SpaceShip information and reservations, call an Iberia SpaceShipper at 1-800-221-6002. In N.Y.C. 718-632-1240.

IBERIA
CARGO



By RANDALL MILLER

Spain and the European Community: Implications for U.S. Exporters

"Most U.S. firms already invested in Spain generally expect good things to come of Spain's accession." An industry by industry analysis of the opportunities for sales and investment in Spain by United States firms.

SPAIN AFTER ACCESSION

IN THE YEAR or so following entry into the European Community, Spain's economy may stagnate as EC firms turn their attention to the Spanish market and displace the offerings of Spanish firms. This is the fear of the average Spanish business executive. In the long term, most Spaniards expect to benefit greatly from exposure to the more dynamic outlook, to the greater capabilities, and to the much greater willingness to assume business risk that is prevalent in Spain's new European partners.

Moreover, those Spanish factories which remain in business will enjoy greater economies of scale from servicing a market of 320 million persons, rather than being constrained to the 39 million of Spain. Product quality, as well as manufacturing and product technology, will improve significantly.

While this adjustment is under way, Spain will, in its first year of eligibility, tap the EC Social Fund for perhaps as much as $400 million for projects to develop critically weak areas. They will also be eligible for grants and loans from the European Regional Development Fund, the European Investment Bank, the European Coal & Steel Community, and the European Atomic Energy Commission. Thus, the economy will, eventually, grow stronger and reward its citizens more significantly than it has in isolation.

In addition to joining the Common Market, Spain converted to a value added tax system on January 1. While the VAT was designed to be fiscally neutral, some observers believe that this more accurately administered system will produce larger revenues. Thus the VAT could significantly reduce purchasing power and place great pressure on the inflation rate,especially if retailers take advantage of the confusion. The Government predicts a VAT-induced increase of 2 points in the rate, now 8 percent per year. The business community has estimated the increase to be as much as 5 points.

You can appreciate, perhaps, that the actual quantifiable impact on Spain's economy that will be generated by these major changes is hard to deduce. In 1985, the Spanish economy grew at approximately a 2.0 percent annual rate, down from the targeted 3.0 percent. The Government has predicted a 2.5 percent GDP growth in 1986, and 3.2 percent growth in 1987, believing the economy will benefit significantly from increased gross capital formation. They predict that new investments and replenishments will grow a total of 6 percent in each year. This would be a marked improvement over 1984's more traditional 3.2 percent loss.

Export growth, especially to the EC countries, is also expected to contribute substantially. Exports are expected to grow 5 percent in 1986 and 6.5 percent in 1987, while imports are estimated at 4.5 percent growth in each year. Domestic private consumption, long dormant in Spain, is expected to grow 1.6 percent in 1986 and 2.2 percent in 1987, compared to 1.0 percent growth last year.

The Spanish business community, however, sees the potential for only modest GDP growth in 1986-87. They expected a major displacement of domestic products by EC imports; no growth in real wages; and little expansion in gross capital formation, as Spanish firms delay initiation of long-range investment plans until the dust of EC entry settles. The business community believes that the Government will also have to increase its efforts to slow inflation, its avowed number one priority, which could dampen or eliminate growth in domestic consumption.

Recently, Spanish economists have speculated that the sharp drop in world petroleum prices could free sufficient capital to produce an additional 1 point gain in the GDP for 1986, as well as an equal drop in the CPI rate. Spain's annual oil bill totaled $10.6 billion in 1985 and $10.2 billion in 1984. A price decline to $20 a barrel could cut $2 billion from Spain 1986 purchase.

STRUCTURAL CHANGES GENERATED BY ACCESSION

Entry into the EC will produce many changes in Spain's trade practices of interest to the United States. For example, restrictions on current payments and invisible transactions will be eliminated gradually over the next seven years. Restrictions on movement of capital will be eliminated over five years. Restrictions on security transactions must conform to EC practices within three years. The Spanish peseta will be included in the basket of currencies making up the European Currency Unit, the ECU, beginning in 1989. However, Spain is not expected to participate in

---

RANDALL MILLER is the Spain Desk Officer, Office of Western Europe, with the International Trade Administration of the United States Department of Commerce. This article was prepared for presentation to the Georgia World Congress Institute in February 1986.

the EC exchange rate system until a later date.

The monopoly regime for the import, distribution, transport and storage of petroleum will be phased out over a six year period. The tobacco monopoly will be eliminated over seven years. Non-tariff barriers in the form of import licensing restrictions, domestic consumption quotas, global import quotas, and Spanish flag shipping preferences for state-traded items, will essentially disappear over a seven year period.

On March 1, Spain will also begin a seven year transition to the EC's common external tariff schedule. By the end of the transition period, most American-made products will be subject to duties in the range of 5-10 percent, rather than the 15-20 percent charged by Spain in 1985. Duties on most agricultural products, however, will rise sharply and quickly as Spain falls victim to the EC's Common Agricultural Policy variable levy scheme and its price maintenance program.

Of some 900 tariff listings common to both Spain and the EC, there are nearly identical duty rates on about 140 categories. The EC is higher on 60 categories, Spain on 700. Prior to accession, EC goods enjoyed tariffs that were, on average, 25 percent lower than those collected on American products. Even though duties on American products will decline by about 50 percent on average, EC goods will eventually enjoy a 100 percent differential, i.e., zero duty, reducing our competitiveness versus EC products in the Spanish import market. (See the table on page 14 for examples of comparative tariffs).

The first reduction of Spain's tariffs will occur on March 1. Spain will reduce its duties by 10 percent of the difference between its duty rate and the rate charged by the EC. This will be followed by a 12.5 percent reduction on January 1, 1987; 15 percent on January 1 of 1988 and 1989; and 12.5 percent on January 1 of 1990, 1991 and 1992. The final 10 percent difference will be eliminated on January 1, 1993. Duties that are within 15 percent of the EC tariff will be dropped immediately. For those few categories in which Spanish duties are lower, tariffs will be raised on the same schedule.

Around 1988, the EC intends to adjust its overall tariff schedule upward, perhaps by an average of 0.6 percent, claiming that reductions in Spanish and Portuguese tariffs warrant such action. We have serious reservations about that proposal, and intend to pursue the issue.

OPPORTUNITIES FOR AMERICAN FIRMS

Although U.S. manufactured products have yet to benefit from the new tariff schedule, 1985 exports to Spain of certain categories of American-made electronics advanced 30 percent to $174 million. Many of these sales were generated by new American investments in Spain, others by Spanish efforts to improve operations in anticipation of increased competition in the home market from EC firms.

U.S. exports of corn and soybeans, on the other hand, dropped to $488 million in 1985, compared to $663 million last year, a 26 percent decline. Some observers suggest that Spanish importers have already begun to shift agricultural sourcing away from the United States in anticipation of accession.

Because of these countertrends, U.S. exports to Spain drifted only slightly lower during 1985, closing at $2.52 billion, according to U.S. data, a 1.5 percent loss from 1984 of $37 million. The U.S. share of total Spanish imports was 10.9 percent in 1985, down only slightly from 1984's 11.3 percent. If you exclude petroleum, our share of Spanish imports was 16.9 percent. (Our imports from Spain advanced to $2.77 billion in 1985, a 5.6 percent increase worth $140 million. The United States took 10 percent of all Spanish exports last year, compared to 10.1 percent in 1984.)

> ***"The Spanish Center for Industrial Technology Development anticipates that in the 1985-86 period 18 American firms will increase or establish a manufacturing presence in Spain."***

When the present socialist government assumed office in late 1983, unemployment was 17 percent. Although Spanish unemployment continued to rise throughout 1985, reaching 21 percent by yearend, the Government remains convinced that Spain must continue to consolidate firms in its fading industries, and offset job losses by fostering new industries that will eventually produce the new, productive employment that Spain needs. (The Government has also introduced measures that provide for temporary employment. While these regulations have been highly successful, the business community feels they are contributing to a segmented economy, in which established firms remain saddled with large payrolls.

Firms seeking investment and sales opportunities in Spain should look first to the multi-million dollar industrial development programs administered by the Spanish Ministry of Industry and Energy. It is within these sectors that Spain's economy will be most dynamic.

INVESTMENT OPPORTUNITIES

Most U.S. firms already invested in Spain (there are some 500, with investments worth about $4 billion) generally expect good things to come of Spain's accession. A mid-1985 poll of 40 U.S. firms conducted by the U.S. Embassy in Madrid found that 28 of them (70 percent) expected positive changes to result in their sector or for their particular firm. However, only 16 firms (40 percent) felt that the long run benefits of accession would be positive, and just 4 firms (10 percent) felt that accession itself would stimulate them to increase their investment in the Spanish market.

Nonetheless, CDTI, the Spanish Center for Industrial Technology Development (Paseo de la Castellana, 141, Edificio Cuzco IV, 28046 Madrid), an agency of the Ministry of Industry, anticipates that in the 1985-86 period, 18 American firms will increase or establish a manufacturing presence in Spain. Total net value of these investments is estimated at $55 million, averaging $3-6 million each. CDTI will provide 50 percent of the financing for these projects, most of which are joint ventures in electronic components, biotechnology, chemicals, pharmaceuticals, and exotic materials.

Another of the Ministry's agencies, the National Enterprise for Innovation (The Plaza del Marqués de Salamanca, 8; 28006 Madrid), provides access to Government equity capital, subsidized Government loans and benefits, tax credits for hiring workers displaced by Government induced consolidation programs, technological help, and, occasionally, customers to firms starting new technology operations in Spain, whether they are of domestic or foreign origin.

Computers and Electronics: The PEIN, a five-year electronics industry development plan initiated in 1984 by the Ministry of Industry, has an estimated fund of $600 million available to investors. Assistance is provided in the form of official bank credits at rates 3-4 percent below local prime, investment capital, and grants for in-country research and development projects. The plan addresses microelectronics, consumer electronics, components, telecommunications products, computers and peripherals, and medical electronics. U.S. participants in the plan include AT&T, Corning Glass, Hewlett Packard, NCR and Pacific Telesis.

Robotics. The Central Government, under the Electronics Plan, has also established a subplan for robotics, referred to as the PAUTA, the Advanced Industrial Automation Plan. The PAUTA expects to produce as many as 3700 industrial robots by 1990. $23 million has been set aside by the Government under the PAUTA during 1985-1988 to assist firms to establish robot production in Spain.

The 1985 import market for robots was worth about $32 million. This could rise by 5-7 percent a year.

The robot market is ripe for development. At the end of 1984 Spain employed just 516 units, almost all of which were imported, and almost all utilized by the auto industry, now one of Europe's major assembly sites. In comparison, Germany had some 4,800 robots on line in 1985, France 1,500. Metalworking, a major employer of robots, flexible manufacturing systems, and flexible manufacturing cells, is another Spanish industry making little use of these products. The steel sector accounts for nearly one-third of Spanish industrial GDP, about $13.6 billion in 1984.

Pharmaceuticals. A plan to develop the pharmaceutical industry was announced in October 1985. This effort proposes to commit $82 million in subsidies and credits in order to stimulate new private investment totalling $1.6 billion. An additional $4 million is marked for research and development and for the establishment of a new product standards testing center.

As a requisite to its accession to the EC, Spain agreed to reform the obsolete provisions of its patent laws. These reforms are to be phased in between 1986 and 1992. The net result will be to afford greater protection to holders of patents for pharmaceuticals and chemical products. Moreover, Spain will shift the burden of proof, so that an alleged infringer will have to prove that he did not use the plaintiff's patent to manufacture a particular product. Spain will also implement new court procedings and pre-trial measures to reduce the time necessary for judgments to be rendered.

SALES OPPORTUNITIES

Spain's industrial development plans also suggest excellent sales opportunities for computers, peripherals and software, and for electronic components. Significant opportunities also exist in food processing and packaging equipment and in banking and insurance.

Computers, Peripherals and Software. Government and industrial firms are rushing to increase their investment in computer equipment, in order to reach parity with their counterparts and competitors in the European Community. Thus, the computer and peripheral market should grow 25 percent yearly for the next three years. 1985 consumption was approximately $1.5 billion. Software sales totaled about $49 million and are also expected to grow 25 percent annually.

Because of the achievements of the electronics plan, the domestic computer industry will probably rapidly increase its share of the local computer and peripheral market. Nonetheless, it accounts for only 15 percent of consumption at present, leaving most of the near term sales to imports. The domestic software industry is also still in its infancy, but accounts for most local consumption. It probably will not be able to keep up with demand in the near term.

In 1985, the United States supplied about $286 million of Spain's $1.3 billion worth of imported computers and peripherals. U.S. software sales amounted to just $1.3 billion worth of imported computers and peripherals. U.S. software sales amounted to just $1 million, total imports $4.6 million.

Electronic Components. Spain's electronic components market in 1985 was worth about $490 million. Imports accounted for $300 million of total consumption, with $40 million supplied by the United States. Although the electronics plan hopes to displace imports in the long term, near term needs should result in imports growing at an annual rate of 9 percent for the next three years. U.S. suppliers are highly regarded, and imports from the United States could grow at a faster rate, perhaps 11 percent.

Other Electronic Products. Imposition of the VAT may reduce the effective tax on consumer electronics by 10 percent, helping to stimulate local consumption. Loss of tariff protection (duties on non-EC sourced electronics were as high as 30 percent) could have a major negative impact on local producers, especially consumer electronics producers.

This possibility has apparently stimulated the central government to attempt to restore protection by issuing new product standards (not only for electronics, but also in many ~~other~~ sectors) that favor local firms. Both the U.S. and the EC are resisting these efforts.

The EC did agree to an interim Spanish quota on color TVs, which account for about 85 percent of Spanish consumer electronics production, but this protection will end in 1992. Since Spain had a unilateral ban on imports of some 100 products made in Japan (now down to about 40), it appears safe to conclude that Spain will fully adopt the informal EC practice of seeking "voluntary restraints" by Japanese manufacturers.

A good possibility exists that many European consumer electronics firms, which earlier had established factories in Spain to tap the protected local market, will simply shut down their marginal plants in Spain and service the market from existing excess capacity in other countries. On the other hand, Spain's business and industrial electronics sectors, as well as the components sector, are much stronger, both financially and in terms of technology. They are expected to hold their own both at home and throughout the EC.

Food Processing and Packaging Equipment. The Spanish market for food processing and packaging machinery was worth $290 million in 1985, and was growing at about 3.5 percent per year. The market in 1990 could thus be worth $340 million, of which nearly 50 percent will be imported. The U.S. sold about $10 million in 1985. U.S. products are well regarded for quality and performance, but marked down for their cost, a factor that could improve with Spain's accession. The 1990 market for U.S. products could reach $12 million annually.

> ***"Spain's industrial development plans also suggest excellent sales opportunities for computers, peripherals and software, and for electronic components."***

It is believed by some observers that the Central Government will establish a development plan for the food processing industry, to ensure its competitiveness after

(CONTINUED ON PAGE 51)

TARIFF COMPARISON TABLE

		Prior to Accession			7 Years Later
BTN Customs Section	**Product Group**	**Spanish Tariff on U.S. Goods**	**Spanish Tariff on EC Goods**	**Present Differential**	**EC + Spanish Tariff on U.S. Goods**
V	Mineral Products	1.7%	1.4%	0.3%	0.6%
VI	Chemical Products	13.7	10.2	3.5	9.1
VII	Plastics	17.5	12.2	5.3	8.3
VIII	Leather	10.8	6.0	4.8	5.3
IX	Wood/Cork	11.4	7.1	4.3	7.4
X	Paper	10.6	8.8	1.8	7.2
XI	Textiles	18.7	13.0	5.7	8.5
XII	Shoes	14.8	7.4	7.4	9.3
XIII	Ceramics	14.7	10.7	4.0	7.2
XIV	Precious Metals	3.8	2.7	1.1	1.9
XV	Common Metals	12.0	8.8	3.2	6.2
XVI	Machines	18.2	13.6	4.6	6.2
XVII	Transportation equipment	14.3	11.6	2.7	5.8

Source: *Catalunya and the EEC*, Government of Catalunya.
Note: This table is illustrative only. Rates shown are based on an average of several subcategories within each heading. Moreover, rates may have changed since this table was produced, but differentials will have remained approximately the same.

Prepared by the U.S. DEPARTMENT OF COMMERCE
International Trade Administration

Spain Adjusts to the Value Added Tax System

"Few observers, if any, have been sure of just what to expect from the VAT." Spanish businessmen are apprehensive, while economists expect "a more efficient and dependable fiscal tool."

Coinciding with entry into the European Economic Community on January 1, 1986, Spain replaced a melange of 24 indirect taxes with a single value added tax (VAT, or in Spanish IVA). Most transactions of goods and services are taxed at a standard rate of 12 percent, with a supplemental rate of 33 percent and a preferential rate of 6 percent applied in special, defined cases. The VAT also replaces the existing system of export tax rebates (DFE) and compensatory import duties (ICGI), which often drew criticism from Spain's trading partners.

The actual impact of the VAT will vary widely. The tax burden on services went up most sharply, but the charge on some products previously subject to luxury taxes has declined. While some economists are pessimistic, the Government of Spain and many observers in the private sector feel VAT-induced inflation in 1986 can be kept to no more than two percent, if public confidence in the new measure can be maintained.

Implementing regulations for the VAT were approved by Spain's Council of Ministers in late October, barely two months before the tax went into effect. Most transactions of goods and services are taxed at a rate of 12 percent of the value added at any given stage of production. At the end of each trimester, businesses must total the amount of VAT charged to customers, subtract the amount paid to suppliers, and pay the difference to the Treasury. Occasionally, as in the case of exporters whose sales are exempt from the tax, the Spanish Government issues rebates or credits for future tax periods.

Some basic consumer goods, such as food and medicine, are taxed at a preferential rate of six percent. A supplemental rate applies to "luxury" items ranging from automobiles to X-rated movies. Certain goods and services are exempt from the VAT entirely. The chart below lists major items not falling under the standard 12 percent rate:

Exempt:

Health Care
Education
Investment
Exports
New Artwork

Six Percent Preferential Rate:

Food
Printed Matter
Medicine
Hotels and Restaurants (Under 5 Stars)

33 Percent Supplemental Rate:

Private Cars
Pleasure Boats
Aircraft
Jewelry
'Luxury' Clothing

Several sectors are taxed under special regimes. For example, small farmers and commercial fishermen are not only exempt from the VAT but in some cases are able to add a surcharge to their prices as compensation for VAT paid to their suppliers. Small retailers, on the other hand, do not pay VAT directly but instead pay a 1 percent to 3 percent surcharge to their suppliers, who pass it on to the Government. Other persons, subject to the tax but with a yearly turnover under 50 million pesetas (about $312,500), may take advantage of a simplified payment system. Special regimes also apply to used goods, art, antiques, and travel agencies.

Neither the previous general business tax (ITE) nor VAT has been applicable to goods sold abroad, but some feel the fiscal switch on January 1st may have had an adverse effect on Spain's foreign trade. ITE was a cascading tax incorporated into prices at each level of production, making it impossible to calculate the total component of any given product by the time it was ready for export. Both tax rebates on exports and compensatory taxes on imports (judged from the assumed domestic tax burden) have been estimates. A number of Spain's trading partners, including the United States, complained in the past that overestimates gave unfair trading advantages to Spanish products. Recent Government policy was to raise the ITE rates, while lowering rebates (DFE), and there were good indications that Spanish goods, by 1985, enjoyed few significant fiscal advantages. Most domestic producers fear, however, that the VAT system, which allows tax costs and rebates to be precisely determined, is less generous to them than the previous system.

The VAT system contributes to higher prices in 1986, but the size of that contribution is open to debate. The Spanish Government points out that the new tax is fiscally neutral, that it raises the same amounts as those taxes it replaced; and that it will directly boost inflation by only two percent. Some economists warn that psychological factors could double that figure; if consumers, business, and labor come to believe that the new tax is sharply raising prices and adjust their economic behavior accordingly, their fears

We've made it easier to be successful... in Spain, South America, the World...

BANCO HISPANO AMERICANO NEW YORK BRANCH

Located in the heart of one of the world's foremost financial centers

Doing business anywhere depends on business-like advice and up-to-date information, the kind only a strong European bank with over three-quarters of a century of experience in domestic and international banking can provide.

Founded in 1900, Banco Hispano Americano has that expertise.

As one of Spain's largest banks, with deposits of over $11 billion, Banco Hispano Americano has an information gathering network of international scope with a host of worldwide offices in addition to over 1,300 branches in Spain.

BANCO HISPANO AMERICANO

Your success is our business

New York Branch
Olympic Towers
645 Fifth Avenue
New York, N.Y. 10022
Tel: (212) 486-8170

International Headquarters
Banco Hispano Americano
Marques de Villamagna 3
Madrid, Spain
Tel: 435-8440

could be self-fulfilling. To guard against this, the Spanish Government in late 1985 launched a public relations campaign to familiarize the public with the new tax, particularly with those areas where it expected reduced tax burdens to result in lower prices.

The VAT's impact will vary widely from sector to sector. The tax burden on service companies has doubled (self-employed professionals are subject to indirect taxation for the first time), and these costs are passed along to businesses and individual consumers. On the other hand, the reduction of compensating import taxes (ICGI) in some cases, along with the disappearance of the luxury tax, results in lower prices and perhaps some changes in consumption patterns.

The chart below provides estimations by the Official Institute of Fiscal Studies of price changes of various goods on the domestic market during the first year of the VAT (absolute profit margins are assumed to be constant).

PERCENTAGE CHANGE AS A RESULT OF THE VAT

SECTOR	PRICE CHANGE
Fabrics	3.8
Clothing	4.4
Automobiles	-3.4
Capital Goods:	
Simple/Mechanical	-9.3
Simple/Electronic	-9.4
Advanced/Mechanical	-10.5
Advanced/Electronic	-10.1
High Technology	-10.7
Domestic Appliances	-2.3
Television/Radios	-15.2
Specialty Steel	-9.0

The complete revamping of Spain's indirect taxation system has required major adjustments by businesses and consumers alike, as all rush to learn the new rules for payment, record keeping, and special rates. Few observers, if any, have been sure of just what to expect from the VAT, and as of the beginning of 1986 the predominant mood among businessmen was one of apprehension. Spanish economic authorities, meanwhile, were looking forward to a more efficient and dependable fiscal tool. □

By PHILIP J. KLEINER

Permanent Residency for the Intra-Company Transferee

Continuing a series of articles on immigration problems by Mr. Kleiner, a partner in Barst, Mukamal & Babitt, the largest U.S. law firm specializing in immigration law.

CERTAIN EMPLOYEES of internationally based corporations are able to receive permanent residency without the necessity of qualifying through the U.S. Department of Labor that an American's job is not being affected.

The general requirements for this procedure to be successful are as follows:

(1) The employee has been working for the organization for at least one year abroad;

(2) The prospective employer in the United States has been actively doing business in the U.S.A. for at least one year prior to the filing of the application; and

(3) The employee has been in a managerial or executive position and will continue to be in such a position in the United States.

These elements are quite similar to the requirements for a non-immigrant L-1 visa; however, it is not necessary that one have an L-1 visa before becoming eligible for permanent residence through the intra-company transfer.

An individual who is in the U.S.A. regardless of the type of visa he or she possesses may fall into this category. For instance, Mr. Smith worked for X company in Madrid from 1980 to 1983 in an executive capacity. From 1983 to the present Mr. Smith has been working for X company's subsidiary in New York under an E-1 visa. He is still eligible to file for residency since he did spend one year abroad before 1983 working for the same organization.

The term "international organization" denotes that the U.S. and the overseas company are closely related, i.e. parent, subsidiary or affiliate. The U.S. Immigration Service insists that *at least 50% or more* of one company be held by the other. If the companies are affiliated through a third entity, then more than 50% of each of the companies must be owned by the third entity. Realistically speaking, the employee of a foreign company coming to work for a U.S. joint venture where the employer holds exactly 50% of the stock will *not* qualify to immigrate as an inter-company transferee. Less so the employee of a foreign company coming to join an *agent* company in the U.S. which is not owned by the foreign company.

All petitions to qualify for this status must be submitted to an Immigration Office in the U.S. where the American company has its place of business. A time period of two to five months should be allowed for approval of the petition.

Persons immigrating under this section are subject to the quota system and therefore diligence is recommended in filing a petition as soon as plans to immigrate are formulated. The U.S. quota system is geared into a waiting list based on filing dates of petitions received at the Immigration Service — in reality a "first come, first served" system.

Recent decisions of the Service have evidenced a more stringent policy on adjudications of these petitions and the applicant is advised to document his case strongly. □

In New York...WXTV-41 Is Spanish Language Television

J. ALVARADO/ASSOCIATES
Closter N.J.

In Spain...WXTV-41 is your Spanish language link to New York's $12.6 Billion Hispanic Market.

It's only natural! New York Hispanics are proud of their traditions, especially their language. They continue to speak Spanish and teach it to their children. More importantly, New York Hispanics continue to think in Spanish, make decisions in Spanish.

WXTV-41 Speaks Spanish to New York's 2.4 million Hispanics and is the only television station to do so from sign on to sign off seven days a week.

The natural choice in New York is WXTV-41—watched by more Hispanic adults than any other New York television station.

WXTV 41 NEW YORK

"CON LO NUESTRO Y POR LO NUESTRO"

TWINBRIDGE PLAZA, 24 MEADOWLAND PARKWAY, SECAUCUS, NEW JERSEY 07094 • (201) 348-4141

Por SUSANA AIKIN

ENTREVISTA CON DIEGO CARCEDO

Corresponsal de Televisión Española en Nueva York

Q ¿Cuales son las diferencias entre la televisión americana y la española?

A Las diferencias entre las dos televisiones se derivan fundamentalmente de dos cosas: de la antiguedad y del caracter de competitividad del mercado. La TV americana es much más antigua y tiene más experiencia, y la idea de la televisión está por tanto mucho más desarrollada en el país en general. Por otra parte también existe una mayor competitividad por existir una oferta televisiva más amplia para el expectador. El problema es que ésta mayor oferta hace que en muchos casos la TV americana, a pesar de su excelente calidad, caiga mucho en programas eminentemente populacheros, que ván a la búsqueda del espectador fácil. Sorprende, por ejemplo, que al lado de programas excelentes, existan otros lamentables, como toda esa serie de concursos populares de nivel francamente básico.

Nosotros, sin embargo, somos una TV que tiene muchos problemas debido a su origen. Se creó dentro de una dictadura, como una derivación de Radio Nacional y se estructuró como un apéndice del Ministerio de Información y Turismo. Por ello heredó muchos vicios que ha seguido arrastrando: nunca existió ningun tipo de planificación ni estructural ni de contratación de personal; durante muchos años no tuvo presupuesto propio e independiente; y asumió el carácter monopolistico en el plano de la información y programación que entonces ostentaba el Ministerio de Información.

Como consecuencia de todo esto, la Televisión española es hoy una estructura mastodóntica tremendamente desorganizada, con una enorme serie de vicios y problemas heredados y acrecentados durante los 30 años que tiene de existencia. Y esto ha dado lugar a que sea muy difícil reconvertirla a una empresa moderna, dinámica, con planteamientos actuales y con mentalidad competitiva para el futuro.

Q ¿Y a nivel de información, cuales son las diferencias fundamentales entre ambas televisiones?

A Los informativos americanos me parecen muy homogéneos y hacen muchas concesiones al medio de TV y al lenguaje televisivo. Por ello no me parece que se puedan considerar como informativos que informen plenamente. Esto ocurre en gran parte porque aquí no hacen concesiones a lo que no sea televisivo, precisamente por ese carácter de competitividad: sólo ofrecen reportajes e informaciones que tienen traducción al lenguaje televisivo.

Nosotros no; la TV española da todas la noticias que parecen importantes, y muchas veces son noticias que no tienen traducción televisiva porque no son plásticas o visuales, y estas noticias desmerecen frente al espectador como espectáculo televisivo. Pero, en general, aunque peores técnicamente, nuestros Telediarios son mucho más completos a nivel de información. Es cierto que una persona que vea el Telediario de TV española, puede sentirse medianamente informado, diga lo que se diga.

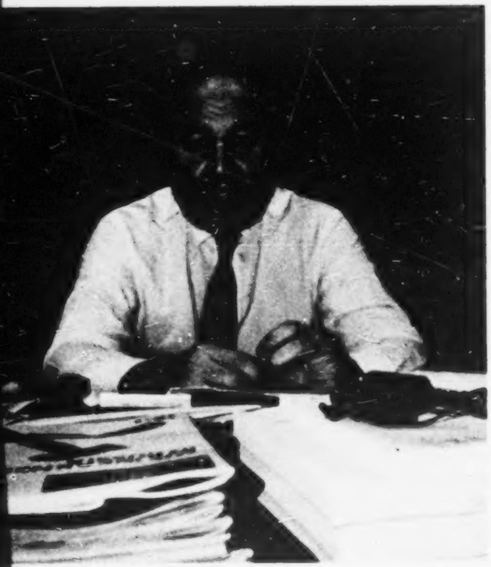
También es cierto que los periodistas de la TV americana estan traba-

---

DIEGO CARCEDO is el Corresponsal Jefe de Televisión Española en Nueva York desde 1984, corresponsalia que cubre todo Estados Unidos y Canada. Anteriormente, ocupo el mismo puesto en Portugal durante seis años. Lleva trabajando para Televisión Española once años, y es Licenciado en Filosofía y Letras y Periodismo.

jando para un público que lee periodicos; mientras que en España, desgraciadamente, la gente lee menos periódicos y por tanto se nutre informativamente por medio de televisión.

Ahora mismo, yo creo que TV española ha ido resolviendo en los últimos años la herencia del pasado de falta de objetividad y de deformación de la información y ahora ofrece un buen nivel de veracidad y objetividad en sus informaciones, aparte de su amplitud.



Q ¿Cual seria en su opinión el modelo ideal de televisión privada a implantar en España?

A Para mi personalmente, el modelo ideal seria el americano, que permite cierta libertad dentro de las posibilidades técnicas de cadenas locales que después se estructuran en cadenas o "networks" como se llaman aqui.

Seria la misma formula que en España existe ahora con las Radios, en la cual al lado de unas grandes cadenas, sigue existiendo la posibilidad de que en una ciudad pequeña o pueblo se pueda empezar una emisora, y funcionar y defenderse si es que se tiene capacidad para ello.

Este sistema permitiria una mayor pluralidad y evitaria que la televisión quedase limitada a tres o cuatro empresas, cerrando posibilidades a los grupos que quieran crear una TV en plan pequeño. Por otra parte seria la única manera de abrir el monopolio televisivo del todo.

Pero en España parece que se va al modelo de hacer unas concesiones de cadenas grandes para cobertura nacional. Y seguramente ésto no es caprichoso, porque creo que responde a problemas técnicos, a que no hay capacidad para mayor número de concesiones, lo cual impone sin dudas limitaciones. No olvidemos que España tiene una geografía muy complicada.

Q ¿Cual cree que sera la respuesta del público español a la implantación de la TV privada, a nivel de credibilidad y de opinión pública y política?

A No tengo la menor duda de que será una respuesta positiva, en un principio, puesto que el salir de un monopolio como el que hasta ahora ejercia la TV española, provocará una reacción de curiosidad en el espectador.

Después creo que la gente se sentirá defraudada, porqué se va a encontrar con que las series van a ser las mismas, los Telediarios serán más o menos parecidos, y la oferta no va a ser especialmente diferente. Pero el hecho de que haya varias opciones siempre sera más interesante.

Q ¿Cuales son en su opinión los elementos de contenido claves para un modelo ideal de TV?

A Los elementos clave para una televisión global y complete son básicamente el informativo, el de evasión o diversión y el componente cultural.

El problema suele ser que las TV privadas no pueden atender el elemento cultural, porque competir con programas comerciales y populacheros de las otras TV es bastante dificil. Le toca a la TV pública asumir la programación de contenido cultural y minoritario. Y en España también ocurrirá esta especialización de la TV pública hacia lo cultural y educativo.

Q ¿Cómo afectará la introducción de las TV privadas a la actual RTVE?

A Para RTVE va a ser un gran desafio. No dabe duda que va a suponer un primer golpe. Es evidente que la audiencia con la que antes contaban se va a dividir.

Sin embargo, el aspecto empresarial es más preocupante, pues RTVE se nutre ahora de un pastel de publicidad que va a tener que repartir con las cadenas privadas. Porque aunque es posible que los presupuestos de publicidad aumenten después de la introducción de las cadenas privadas, nunca aumentarán lo suficiente para que a TVE se le mantengan intactos sus anteriores ingresos de publicidad.

Esta repartición puede resultar complicada desde un punto de vista empresarial. Es posible que el Estado, que ahora mismo no subvenciona a RTVE, tendra que ayudarla si quiere mantener una TV pública, como en otros paises.

Q ¿Cómo se va a estructurar financieramente la televisión privada?

A La infraestructura televisiva es muy costosa. Se necesitaran grandes presupuestos de instalación, y la ventaja es que se instalaran con medios mucho más modernos que los de RTVE.

Los ingresos que se vislumbran para las cadenas privadas son la publicidad y la venta de programas. Pero la producción de programas es muy cara y no se recupera mucho en su venta. Es mucho más barato comprar series, como por ejemplo las americanas que se producen masivamente y tienen un gran mercado.

Su capitulo fuerte será la publicidad, y los análisis económicos y financieros de ingresos por publicidad son bastante pesimistas; no es la mina de oro que se esperaba en un principio.

Ocurrirá como en el mundo de la Prensa, donde hay algún periódico como *El País*, que gana mucho dinero, y luego otros que estan subsistiendo como pueden.

Q ¿Cual es su opinión sobre la TV por satelite? ¿Que implicaciones puede tener a nivel político internacional?

A La TV por satelite es indudablemente el futuro y las barreras televisivas van desapareciendo pro-

BC

BANCO
CENTRAL

su banco amigo

NEW YORK BRANCH
245 Park Avenue
New York, N.Y. 10167
Tel.: (212) 557-8100

BANCO CENTRAL OF NEW YORK
Full banking services
Main Office:
50 Broadway
New York, N.Y. 10004
Tel.: (212) 785-0700
and five other locations in the city.

CALIFORNIA AGENCY
505 Sansome Street
San Francisco, California 94111

MIAMI AGENCY
800 Brickwell Avenue
Miami, Florida 33131

FULLY OWNED SUBSIDIARY IN PUERTO RICO
Banco Central Corp.
Main Office: Ave. Ponce de León, 221
Hato Rey, Puerto Rico 00917
Tel.: (809) 753-2500
(Twenty-two Branches on the Island)

HEAD OFFICE
Alcalá, 49 • Madrid, Spain

gresivamente entre paises.

No creo, sin embargo, que en sistemas democráticos como los nuestros pueda tener una gran influencia política: hubiera sido muy preocupante en un régimen como el anterior que no queria paropaganda politica ajena a la suya.

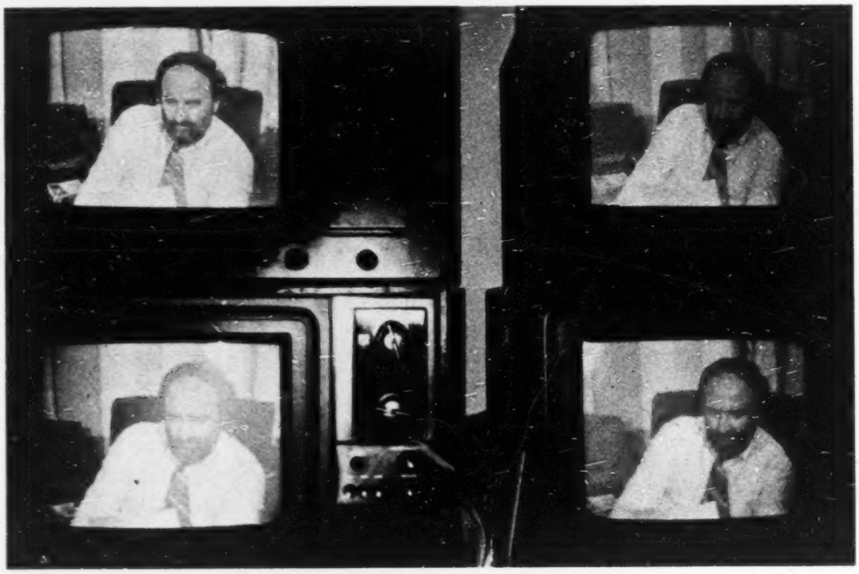
Puede tener influencia quizas diplomática en un momento determinado, y por supuesto tendrá una gran influencia cultural: la gente aprenerá idiomas, se acercará más a culturas vecinas, y conocerá más el exterior. Pero ésto ya ocurre actualmente con la radio: cadenas de radio extranjeras entran y pueden escucharse y no pasa nada.

Q ¿Pero no es la TV un medio mucho más fuerte a nivel de formación de opinión pública y de influencia de estilo de vida?

A Creo, desde luego, que la TV es el medio que más influye en el estilo de vida. La TV cambia la vida de las personas, pero tampoco la cambia para mal necesariamente. La TV deforma mucho cuando hay un TV única, pero el hecho de tener una variedad grande de opciones en el medio televisivo hace que la influencia de una idea concreta se diluya puesto que siempre existe la posibilidad de contrastarla.

La influencia que experimentarán los pueblos con la entrada de una pluralidad de medios televisivos por medio de satelite ya se produjo en otros momentos historicos de este siglo con la entrada de otros fenómenos como la radio, la prensa extranjera y la aviación comercial, y con la entrada de otro fenómeno que a veces no se valora suficientemente en este aspecto y que afectó profundamente a España: la entrada de turismo extranjero, que es un fenómeno que flexibilizó mucho las costumbres y acercó mucho a los pueblos.

Y la entrada de televisiones extranjeras será en este sentido, un fenómeno más. Pero no por ello los pueblos pierden su identidad, no por ello los españoles hemos dejado de ser españoles. Simplemente, los pueblos se acercan más entre si, se concocen mejor y se comprenden mejor. □



Diego Carcedo en los monitores de Televisión Española.

La televisión en los Estados Unidos

A report by the U.S. Department of Commerce

De todos los medios de comunicación que funcionan en la sociedad actual la televisión es, sin duda alguna, el más atractivo e influyente. En las sociedades occidentales, los receptores de televisión están presentes en casi todos los hogares y los diversos programas y personajes son siempre materia de actualidad. Ningún otro medio de comunicación ha construido o destruido la imagen pública de muchos politicos o catapultado a la fama a personajes tan variopintos como el malisimo Jota Erre, los arrojados componentes del equipo "A" o la simpática abeja Maya. El fantástico poder de la imagen no ha sido, hasta ahora, superado por ningún otro.

En España, la televisión es permanente materia de polémica y causa de disputas politicas. La posible aprobación de una ley que dé paso a cadenas privadas, levanta toda clase de opiniones a favor y en contra. La llegada de la televisión por satélites de alta potencia, como el francés TDF-1, que posibilitará la recepción en España de las televisiones europeas, añade aún más leña al fuego. En este articulo, pretendemos presentar el modelo de la comunicación televisiva vigente en los Estados Unidos. En Norteamérica, hay televisores en 83 millones de viviendas (el 98 por ciento del total) y el 55 por ciento de ellas tiene más de un receptor. Cerca del 35 por ciento reciben la programación por cable coaxial. (Explicaremos más adelante los diferentes sistemas de emisión y recepción).

Regulación de las Comunicaciones

La Primera Enmienda de la Constitución norteamericana garantiza la libertad de expresión y de pensamiento. Se estipula en ella que el Congreso (organismo que dicta las leyes) no podrá promulgar ninguna ley que limite o recorte la libertad de expresión o la libertad de prensa. La Primera Enmienda se refiere a todos los elementos de la prensa, y no sólo a los tradicionales como periódicos, libros y revistas. El Tribunal Supremo de los Estados Unidos, que es el que decide en última instancia sobre el significado de la Constitución, extendió el manto protector de la Primera Enmienda a la radio, la televisión y las proyecciones cinematográficas. En lo que se refiere pues, a la regulación de los medios de comunicación norteamericanos, se presume de entrada no la existencia de normas, sino su ausencia, dictada directamente por la Constitución. Ni el Estado ni la Administración en cualquiera de sus formas — federal, estatal o local — pueden tener medios de comunicación propios.

El Gobierno, sin embargo, debe asegurar con su participación que los medios de comunicación funcionen libremente. La normativa federal sobre radiodifusión data de 1910, cuando el congreso estudió por primera vez la necesidad de evitar que se produjeran interferencias entre los distintos transmisores de radio de barco a costa. Tras la Primera Guerra Mundial empezaron a existir problemas en la transmisión radiofónica comercial, pues cientos de estaciones se pusieron a emitir y no existía ninguna autoridad central capaz de evitar que dos emisoras utilizaran la misma frecuencia. En pocas palabras: los interesados en emitir, pronto sobrepasaron los espacios disponibles.

Por al Ley de 1924 se creó la Comisión Federal de Sistemas de Comunicación (FCC) y se le concedieron facultades para expedir licencias a estaciones de radio para "interés, conveniencia o necesidad pública", y distribuirlas equitativamente entre todas las comunidades del país. El servicio al interés del público, sigue siendo la base para obtener una licencia. El gobierno debe velar también para que las empresas que operan en el campo de la televisión se sometan todas a las mismas leyes, como las que prohiben los monopolios. De este modo se puede garantizar la variedad de canales y estaciones y el acceso de minorías raciales a las emisoras y evitar una posible super-comercialización.

Pero a esto se limita la función del FCC. Dado que el sistema económico norteamericano se basa en la libre competencia, es el mercado el que decide qué clase de televisión quiere. Los programas que gustan permanecen en antena y atraen el apoyo de los anunciantes. Si a esta televisión patrocinada por los anunciantes se añaden servicios de pago, ya sean por teledifusión codificada o por cable, programas especiales en videodisco o videocassette, resulta un sistema que funciona bastante bien. Se puede elegir entre un amplio espectro de sistemas de pago y un gran surtido de programas y canales gratuitos.

> ***"Dado que el sistema económico norteamericano se basa en la libre competencia, es el mercado el que decide qué clase de televisión quiere."***

De este modo, los Estados Unidos se apartan de la rígida normativa europea. Francia, actualmente se complace en tener centenares de emisoras de radio de baja potencia que surgieron después de años de control estatal sobre la radio. Italia es la excepción: quizá sea el país del mundo con menos reglamentación. Además de los tres canales de la televisión oficial existen hasta diez emisoras de televisión no controladas en Roma.

En resumen, el sistema norteamericano permite al público elegir su programa y los que dictan las normas se quedan, en la medida de lo posible, al margen.

Las grandes cadenas comerciales

En un principio y durante muchos años, el concepto de televisión en los Estados Unidos estuvo ligado a los nombres de las tres grandes cadenas que emitían cubriendo todo el territorio nacional: ABC, CBS y NBC. Estas cadenas son propietarias de un número de estaciones limitado por la ley, pero tienen una serie de emisoras locales afiliadas con las que emiten en cadena. Cuando en la década de los años 70 surgieron emisoras independientes locales, muchas de ellas firmaron contratos con las tres grandes para conectar a la hora de los informativos y algunos programas en directo. Así se podía presentar un noticiario internacional, nacional y local.

A causa de la extensión del país, su diversidad de intereses según las regiones y las distintas zonas horarias vigentes, esta solución parecía la más idónea, porque cubría los intereses de los espectadores y anunciantes locales. Este factor es fundamental para la supervivencia de las emisoras puesto que la publicidad es su única fuente de ingresos y, puesto que son empresas comerciales, pretenden ganar dinero. Todas estas cadenas recaudaron en 1984 unos 19.000 millones de dólares por este concepto. De esta cifra, 8.000 millones corresponden a las tres grandes y el resto a las independientes.

El "Public Broadcasting System"

En los años 60 nació el "Public Broadcasting System" o "Sistema Público de Radiodifusión". En inglés, la palabra "public" no tiene el sentido "público" o estatal del español, sino el opuesto a "comercial". Esta red de emisoras de radio *privadas* convertidas ahora en teledifusoras, se mantiene con las aportaciones voluntarias de empresas, fundaciones, bancos, comunidades e individuos. La originalidad del PBS radica en que hace mayor hincapié en temas educativos, culturales, artísticos y de interés para la comunidad. Aunque en un principio no aceptó publicidad, ahora muchas de estas emisoras admiten que firmas comerciales patrocinen sus programas.

Nuevas Formas de Televisión

El desarrollo tecnológico del cable, de los satélites de comunicaciones y de los sistemas combinados de cable y satélite, hizo posible la aparición de nuevos conceptos en el campo de la televisión. Vamos a hacer un rápido recorrido por las formas de suministrar programación más nuevas. Cabe mencionar aquí que a nivel internacional empieza a considerarse la adopción de normas para un nuevo orden de comunicación televisiva, como la "High Definition TV" todavia en estudio y que permitirá una recepción mucho más fiel.

Televisión por cable

Parece ser que el origen de este método se remonta al año 1948. En un pequeño pueblo, un vendedor de aparatos de radio decidió introducir también aparatos de televisión. Pero se enfrentó con el problema que no podia hacer demostraciones a sus clientes porque el pueblo estaba situado entre montañas y no recibia la señal. Así que puso una antena en la cima de una de las montañas, tendió un cable hasta su tienda y empezó a vender aparatos. Cuando un cliente adquiria uno, extendia el cable hasta la casa del comprador. El sistema empezó a conocerse como CATV (Community Antenna Television) y a mediados de los años 60 la idea se concretó en empresas que ofrecian canales sin publicidad pero a cambio de pagar una cuota de enganche al cable u cierta cantidad mensual; otros manuvieron la idea de la televisión convencional de financiarse con publicidad más un pequeño canon que pagan los suscriptores.

Existen aproximadamente medio centenar de compañías dedicadas a la producción de programas para la televisión por cable capaces de abarcar todo el territorio de los Estados Unidos (gracias a la capacidad casi infinita de difusión de los satélites, que describiremos más adelante), como la CNN (Cable News Network),auténtica cadena nacional dedicada en exclusiva a la producción de programas informativos que desde 1980 ha conseguido 28,5 millones de telespectadores. Otras empresas suministran películas, programas religiosos, e incluso hay algunas que producen en exclusiva información meteorológica y otras, bursátil. Estas productoras venden su programación a empresas de cable más pequeñas que cubren áreas reducidas, quienes a su vez, los hacen llegar por medio del cable a sus abonados o bien, pueden recogerse directamente del satélite por medio de una antena adecuada. El atractivo de estos sistemas es la posibilidad de acceder a una serie de canales (hay sistemas de cable que permiten el acceso a 104), lo que facilita al posible espectador la selección de programas de acuerdo con sus preferencias.

El sistema Qube

Llamado por algunos la televisión del futuro, existen hoy dia seis sistemas de este tipo en los Estados Unidos. Consisten en un sistema de cable conectado a un ordenador que envia señales de televisión y datos al receptor. Un pequeño terminal de ordenador en la casa del abonado decodifica la señal y almacena los datos. Al "la cabeza" del sistema de cable regresan tres tipos de datos: técnicos (funcionamiento correcto del sistema), información sobre el usuario (qué programa está viendo) y la novedad de este sistema: las entradas del abonado para participar en los programas que se están emitiendo en ese momento. Este sistema, pues, permite fórmulas de participación. El espectador puede intervenir en los programas-concursos con respuestas a las preguntas que se formulan desde el estudio o en juegos automáticos entre el telespectador y la pantalla. En el programa "Home Book Club" o Club del Libro en el Hogar, la audiencia selecciona mediante votación efectuada desde sus casas el libro que van a leer y a discutir juntos al mes siguiente de emitirse el programa. La audiencia, va así seleccionando los temas de discusión o dirigiendo las lineas del debate. Este sistema puede traer grandes consecuencias para la vida pública. Imaginense un debate de su Ayuntamiento televisado via Qube en el que los contribuyentes pueden intervenir y votar.

"El satélite francés TDF-1 será el primer satélite de teledifusión directa cuya señal podrá ser captada en España."

La información que posee el ordenador sobre el telespectador es secreta y los trabajadores del Qube deben comprometerse a mantenerla confidencial. La información se utiliza principalmente para cobrar a los abonados sólo aquellos programas que ven. El sistema de pago en el Qube es de facturación automática, similar a los usuarios del teléfono, a diferencia de otros sistemas que obligan al telespectador a solicitar previamente el programa que quiere ver y abonarlo por adelantado.

Television por satélite

En 1957 se puso en órbita el priner satélite Telstar I, de la AT&T, pero no es hasta 1962 cuando el Congreso autoriza, por la Communications Satellite Act, que el COMSAT (Communications Satellite Corporation) pueda entrar en funcionamiento. En este mismo año, se lleva a cabo la primera experiencia de transmisión televisiva a través de un satélite, entre Europa y Estados Unidos: la CBS recogió un programa de la BBC inglesa. Un poco más tarde, el entonces presidente Kennedy dirigió un ultimátum televisado vía satélite a la URRS con motivo de la llamada crisis de los misiles de Cuba.

Desde entonces, la presencia de satélites de comunicaciones que orbitan alrededor de la Tierra no ha dejado de incrementarse, así como su capacidad de reproducción. El satélite recibe las ondas electromagnéticas y las re-emite a la Tierra. Allí son captadas por antenas parabólicas y pueden ser re-dirigidas vía cable, a los suscriptores del mismo o a otros sistemas de pago controlados por computadora. Sin embargo, muchos particulares que no tienen acceso a estos sistemas de cable pueden instalar sus propias antenas y recibir la señal directamente.

Las antenas parabólicas necesarias (de unos 150 cms. de diámetro, aproximadamente) han bajado mucho de precio, lo que ha hecho más popular aún esta modalidad.

Aún más, existen varios proyectos ahora mismo en los Estados Unidos para lanzar satélites más potentes y antenas de sólo 50 cms. permitirán conseguir una recepción perfecta de programas en directo o "Direct

Broadcasting System". Estos proyectos han sido aplazados por razones comerciales, no técnicas. El satélite francés TDF-1 será el primer satélite de teledifusión directa cuya señal podrá ser captada en España. Anticipándose a todo esto, ahora mismo algunos hoteles, por ejemplo, han instalado antenas parabólicas más grandes para captar programas de la BBC británica re-emitidos por un satélite de distribución.

El satélite ofrece dos grandes ventajas: permite la captación en todo el país de emisoras que, de otro modo, habrían de enviar su señal a base de repetidores; y otra gran ventaja es que su uso es mucho más barato que el sistema de microondas. Por ejemplo, una emisora en español, Spanish International Network, puede ser captada ahora desde el estudio donde se realiza por todos los hispanoparlantes en la totalidad del territorio norteamericano gracias al satélite.

En el siguiente croquis, se puede apreciar fácilmente cómo funciona la distribución de televisión vía satélite a emisoras locales (Fig. 1) y vía cable y directa (Fig. 2). Esta tecnología desfasa, en cierta medida, a la televisión por cable y algunos expertos, como Lee Brown, han llegado a afirmar que el satélite es el principio del fin de las grandes cadenas. En esto momento, funcionan gran cantidad de satélites privados y se presiente una gran evolución del medio televisivo impuesta por la facilidad y el abaratamiento de las transmisiones.

Con el satélite se podrá llegar prácticamente a todas partes, a pesar que no haya instalación de cable. También se puede combinar ambos sistemas y un único satélite puede recibir señales que, a su vez, serán transmitidos vía cable. De todos modos, la recepción directa vía satélite sólo, necesita una antena parabólica preparada, que puede ser individual o comunitaria (para un edificio o una urbanización).

A todos estos sistemas de televisión hay que añadir el video, que ha tenido un espectacular incremento en los últimos años. La tecnología avanza en este campo a grandes pasos y al sistema clásico de videocassette hay que añadir el videodisco, que emplea el disco como soporte en vez de la cinta magnética; el videotex, o transmisión de textos o información por el receptor de televisión (uno de los más recientes servicios que se prestan a través del cable); el videoteléfono, o servicio telefónico dotado de imagen televisiva; el videodato o sistema de transmisión de datos a una pantalla televisiva (se trate de un sistema de videotex bidireccional que opera con el cable coaxial o la línea telefónica y enlaza el ordenador central con la terminal doméstica y viceversa, lo que permite que alarmas de robo o incendio sean inmediatamente detectadas por una central).

El resultado del sistema americano de televisión ha dado un producto que quizá no sea demasiado admirable ni que resulte de grandeza cultural; es un campo dedicado a proporcionar entretenimiento en general y a reproducir información recibida por vías convencionales. Pero la televisión norteamericana es una producto único, que se diferencia perfectamente del cine, la novela o el artículo de revista de investigación. Es el público, quien en su sabiduría elige su programa y en definitiva, la marcha de este medio.

Fig. 1—SATELITE DE DISTRIBUCION (E.C.S.)

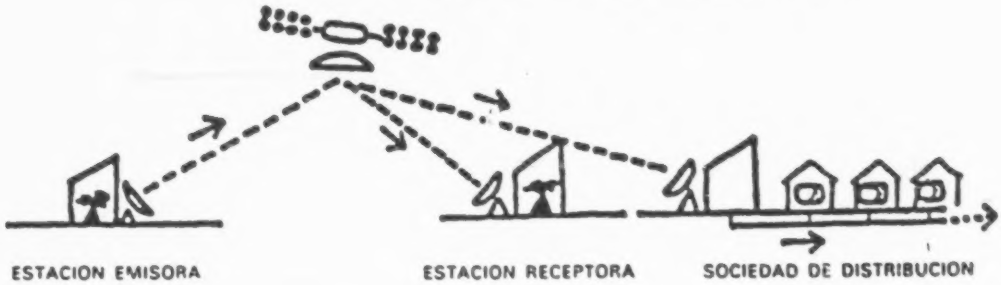
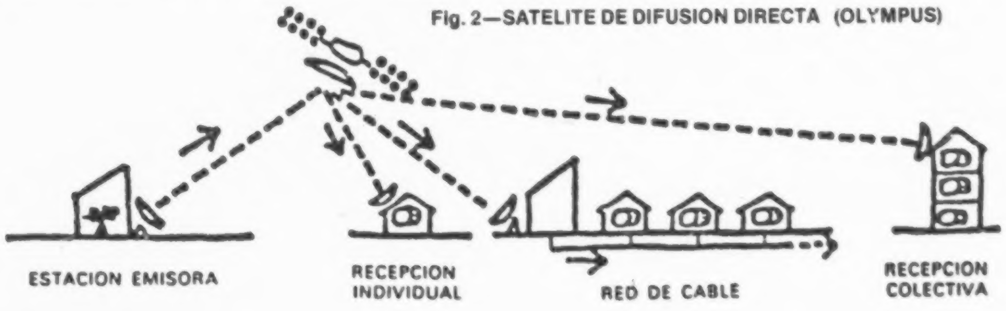
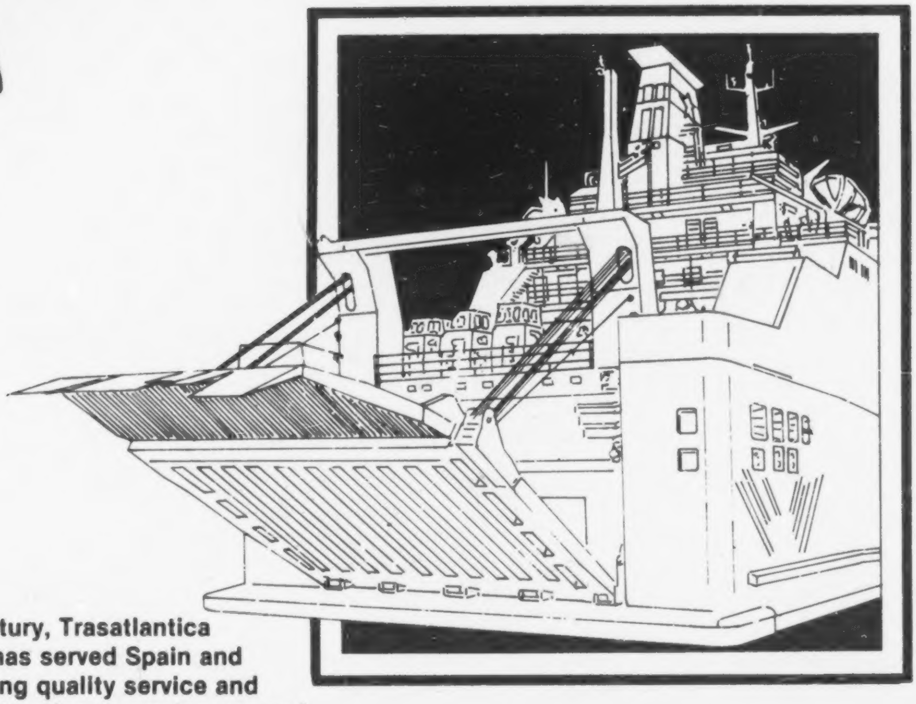


Fig. 2—SATELITE DE DIFUSION DIRECTA (OLYMPUS)



Trasatlantica Spanish Line

Over a Century of Quality Service



For over a century, Trasatlantica Spanish Line has served Spain and the U.S., offering quality service and personalized attention to customers and cargo. Now, Trasatlantica Spanish Line's North Atlantic service has been expanded to include the Italian ports of Genoa and Leghorn, linking the heart of the Mediterranean with the United States. Also new is the addition of two sophisticated Ro/Roand Lo/Lo vessels offering service between Mediterranean ports and Miami and the U.S. Gulf. General agent for the line is Trasatlantica (USA) Agency Inc., 99 Hudson Street, 6th Floor, New York, NY 10009. Telephone (212) 925-3838.

TRASATLANTICA
Spanish Line

By JOSE W. FERNANDEZ

STREAMLINING LITIGATION:

Recent Modifications to the Spanish Civil Procedure Code

JOSE W. FERNANDEZ practices law in New York with Baker & McKenzie, a Chamber member firm. A graduate of Columbia University School of Law, he is also an adjunct professor at New York Law School and is currently chairman of the Interamerican Law Committee of the American Bar Association.

More than a century after its passage, the Spanish Civil Procedure Law (LEC) was recently the subject of extensive modifications.[1] Although criticized by some as not sufficiently encompassing, the changes were more than merely cosmetic. Behind many of the amendments to the LEC lay the objective of streamlining a litigation process that was seen as unduly cumbersome and was often employed by defendants to postpone payment of a debt whose existence was undeniable.[2] To the prospective litigant in Spain, the revisions to the LEC adopted in late 1984 render the prospects of Spanish legal proceedings somewhat easier to digest.

CHANGES IN THE NEW LAW

Changes in Amounts in Controversy. The most important amendment to the LEC will affect foreign and domestic litigants alike: instead of subjecting all major suits to the cumbersome procedure reserved for actions entailing large amounts in controversy *(juicio de mayor cuantia)* much of the litigation in Spain will now take place under the procedure reserved for trials involving lesser amounts *(juicio de menor cuantia)*. The importance of this change, long advocated by Spanish legal commentators, is that the *juicio de menor cuantia* procedure permits fewer interlocutory motions than its *mayor cuantia* counterpart and has a prescribed length which is less than three months (it may be longer in practice) from the time a complaint is filed. This change was accomplished by simply raising the amounts in controversy for both types of trials. Under Article 484 of the LEC, claims involving between 500,000 and 100,000,000 pesetas (U.S.$1 equals approximately 138 Spanish pesetas as of April 30, 1986), in addition to most family and other civil actions, will now follow the *menor cuantia* procedure,[3] while only those over 100 million pesetas will be resolved as a *juicio de major cuantia*.

Provisional Execution of Judgments. Neither will defeated debtors be able to postpone payment through interminable appeals. Article 385 of the LEC now provides for the provisional execution of certain trial court judgments upon posting of a bond. In order for the creditor to take advantage of this remedy, the new provision requires that the damage award be a "liquid" sum, or else that it be quantifiable by "simple numerical operations" based on the terms of the trial judge's order. Although the trial court is granted discretion to allow provisional executions in instances not involving the above, Article 385 specifically denies this remedy in cases involving personal rights such as maternity and paternity suits, divorces and the like. The provisional remedy motion is summary: the appellee's request is filed within six days of receipt of the debtor's notice of appeal, and the judge should rule both on the motion and on the amount of the bond during the following six-day period.[4]

Costs and Attorney's Fees. A further deterrent against bad-faith litigants was added by the requirement that the defeated party pay its opponent's court costs and attorney's fees *(costas)*. This amendment resolved one of the longest-running arguments among Spanish legal scholars, most of whom decried the case law which previously required a finding of "temerity" *(temeridad)* prior to imposing the payment of *costas* upon the defeated party.[5]

Under the new Article 523, a party whose claims are "totally rejected" must generally pay the opponent's cost and attorney's fees, unless "exceptional circumstances" dictate otherwise. Where a judgment does not totally favor one side, each party will pay its own *costas* and share common ones.

However, the concept of "temerity" has not altogether disappeared from the LEC, since a partially successful but still "temerarious" litigant may be forced to pay his opponent's *costas* as well as his own. In addition, while a losing party ordinarily need not pay attorney's fees which exceed certain prescribed standard rates *(aranceles)*, or one-third of the

(CONTINUED ON PAGE 60)

---

[1] Law 34/1984 of August 6, published in the *Boletín Oficial del Estado* of August 7, 1984.

[2] *See* Statement of Legislative Intent of Law.

[3] *See also* LEC Articles 484, 488 and 489.

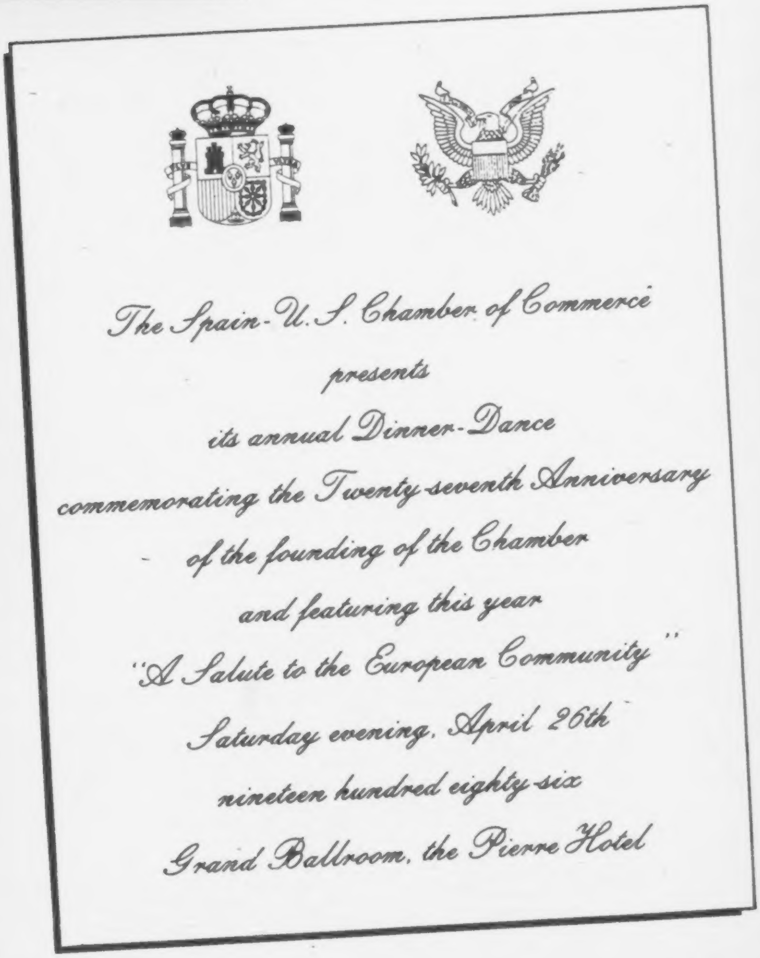
[4] *See also* LEC Article 1722.

[5] One former Supreme Court Justice had described the temerity standard as "completely anarchic." De Borrajeiros, *La Condena en Costas en los Procesos Civiles y su Posible Censura en Casación*, 235 *Revista General de Legislación y Jurisprudencia* 295, 308 (1973).

Cena Baile Anual de la Cámara

Above, Guest of Honor Ambassador Fernando Morán (right) with (L to R) Mrs. Morán, Edward Cabot, President of the New York Chamber of Commerce and Industry, and Spanish film star Ana Obregón.

Below, Miss Obregón, who acted as hostess for the evening, with Deputy Chamber Director Antonio Camuñas, Dinner-Dance Coordinator.



The Spain-U.S. Chamber of Commerce
presents
its annual Dinner-Dance
commemorating the Twenty-seventh Anniversary
of the founding of the Chamber
and featuring this year
"A Salute to the European Community"
Saturday evening, April 26th
nineteen hundred eighty-six
Grand Ballroom, the Pierre Hotel

Come viene siendo tradicional, la Cámara celebró su vigésimo séptimo aniversario con una Cena de Gala, conmemorando en esta ocasión el ingreso de España en la C.E.E.

La Cena, punto culminante de un añno lleno de actividades, estuvo presidida por la cordialidad de los socios y amigos de la Cámara que asistieron a la misma.

De esta forma, la comunidad empresarial y financiera de la Cámara se sumó a las celebraciones por la integración en el Mercado Común.

Ana Obregón, anfitriona de la noche, fue la encargada de cortar, junto con el Embajador Fernando Morán, una simbólica tarta con la leyenda "EUROPA".

La cena contó con numerosos invitados del mundo diplomático, económico y financiero. Por vez primera, asitió una representación de la industria cinematográfica española, que viajó a Nueva York con motivo del Festival de Cine Español, celebrado recientemente con gran éxito en esta ciudad.

Above (L to R) Francisco Girón Tena, Director of the National Tourist Office of Spain; novelist Jerzy Kozinski; and Ambassador Manuel Sassot, Consul General of Spain in New York.

Left, Ricardo Jové, former President, and Joseph R. Sánchez, President of the Chamber, Mrs. Sánchez, and John E. Codina, a Chamber "Founding Father."

BANCO ESPAÑOL DE CREDITO (BANESTO)

Spain's leading commercial banking institution

Head Office: Paseo de la Castellana 7, Madrid
More than 2,200 branches throughout Spain

U.S.A.: **BANCO ESPAÑOL DE CREDITO S.A.**
NEW YORK BRANCH (MEMBER F.D.I.C.)
630 Fifth Avenue, Suite 557
New York, N.Y. 10111
Telephone 212-554-9385

BANESTO BANKING CORPORATION
630 Fifth Avenue, Suite 514
New York, N.Y. 10111
Telephone 212-554-9300

BANCO ESPAÑOL DE CREDITO S.A.
MIAMI AGENCY
999 Brickell Avenue
Miami, Florida 33131
Telephone 305-374-1442

REPRESENTATIVES AND AFFILIATES: Brussels, Frankfurt, Geneva, London, Paris, Manila, Tokyo, Sydney, Bogotá, Buenos Aires, Caracas, Guatemala, Mexico City, Montevideo, Montreal, Panama, Santiago, San Juan, Santo Domingo, São Paulo.

Prepared by PRICE WATERHOUSE & CO.

The Liberalization of Foreign Investment in Spain

Royal Decree No. 1042 of May 29, 1985, published in the Official State Gazette of July 2, 1985, liberalized foreign investments into Spain. The Order and the Resolution of the foreign exchange authorities (DGTE) of July 19, published in the Official State Gazette of July 25, 1985, regulate this Royal Decree.

Scope of the liberalization

In accordance with this Royal Decree, it was no longer necessary to request prior authorization for all types of foreign investments made with foreign currency. It became only necessary to advise the DGTE. Foreign investment in certain sectors which are subject to special regulations, however, still requires prior authorization.

Royal Decree 1042 repealed Royal Decree No. 623 of March 27, 1981, which liberalized foreign investments of up to 25 million Pesetas. This means that foreign investment in non-base chemicals and in the electronics and computer industries, as well as in real estate and all other foreign investments except for those that are subject to special regulations, were liberalized.

Requirements

1) The foreign investment must be made by private enterprise.

2) The following qualify as foreign currency for these purposes:

a) foreign currency, which must be sold in the Spanish foreign exchange market and duly certified by a bank;
b) convertible pesetas *(pesetas convertibles);*
c) transferable pesetas, which have become available in the framework of Spanish currency and exchange legislation.

3) The investment may be for:

a) Setting up a company;
b) Capital increase;
c) Acquisition of stock;
d) Setting up a branch or permanent establishment of a foreign entity;
e) Acquisition of real estate;
f) Joint accounts with resident individuals or entities, to carry on business;
g) Any other type of investment.

4) The foreign investment cannot be in the sectors which require prior approval and, in the case of real estate, it cannot be in areas classified as of national defense.

Formalities

1) Foreign investment in Spanish entities, up to 50 percent, and dwellings owned by non-resident foreigners for personal use, continue to be completely liberalized.

In the case of non-resident foreigners, it is considered that they carry on business when:

a) They own farmland;
b) They own building plots;
c) They own more than 3 apartments in the same building.

2) In all cases, it is necessary to file a project of the investment (form TE13-L) with the DGTE, so that they may verify that the project adheres to the requirements of the Decree and with those governing exchange control and foreign investments.

The investment is considered to be accepted if nothing is heard from the authorities within 30 days.

3) The investment must be formalized in a public deed.

4) The investment should be carried out within 6 months, unless an extension is granted by the DGTE.

5) The foreign investment registry must be notified of investments made under this Royal Decree.

Cause for non-approval

1) If the investment project does not comply with the requirements established in this Royal Decree;

2) If the foreign exchange or foreign investment regulations are not complied with; and

3) In exceptional circumstances, when the investment project may have an adverse effect on the national economic objectives.

Exceptions

Exceptions included in international agreements subscribed to by Spain prevail.

The exceptions based on the norms applicable to certain specific industries are maintained.

Exclusions

Foreign investment in the following fields continues to be restricted: Defense; motion pictures; mining and hydrocarbon exploration; oil refineries; banking and insurance; air and sea transport; public water concessions; public utilities; government contracts; and gaming activities.

Foreign governments and State-controlled entities continue to require special authorization to invest in Spain (Royal Decree No. 321 of October 31, 1974).

PUBLICATION RECEIVED:

The Kompass Register Directory

The Chamber expresses its appreciation to Business Press International (USA) for a complimentary copy of the latest edition of the Kompass Directory of Spanish industrial and commercial firms.

Chamber members may consult this excellent Directory at the offices of the Chamber, or it can be purchased at:

Business Press International (USA)
205 East 42nd Street
New York, NY 10017
Telephone: (212) 867-2080

Courtesy of DINERO
REPRINTED BY PERMISSION

Spain's 500 Largest Firms Ranked by Sector

ACEITES (OILS)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Industrial y de abastecimientos (*)**	66.899,00	21.429,00	732	91,32	(A)	(A)	1.052,00
2	**Koipe (grupo)**	39.120,00	851,00	1.184	33,04	6.034,00	1.913,00	(A)
3	**Koipe**	36.929,00	—	811	45,54	4.308,00	1.493,00	277,60
4	**Elosua (grupo)**	31.689,00	3.740,00	735	43,11	2.674,00	455'00	(A)
5	**Carbonell y Cía. de Córdoba**	28.600,00	(A)	750	38,13	(A)	(A)	(A)
6	**Aceites y proteínas**	26.718,00	7.373,00	223	119,81	(A)	(A)	60,70
7	**Aceites Elosua**	14.375,00	(A)	338	42,54	(A)	(A)	(A)
8	**Kelsa**	14.210,00	(A)	118	120,42	(A)	(A)	6.882,00
9	**Ibérica de molturación**	13.038,00	3.571,00	149	87,50	29	(A)	8.525,00
10	**Olivarera Internacional. Aceites del sur**	5.169,00	1.000,00	73	70,81	255,02	113,88	8.479,00
11	**Semillas oleaginosas**	3.768,00	(A)	76	49,58	(A)	(A)	3.098,00
12	**Hijos de Ybarra**	3.570,00	(A)	112	31,88	(A)	(A)	(A)
13	**Aceites Faiges**	1.883,00	—	20	94,15	(A)	22,00	3.910,00
14	**Envasadora agrícola leonesa**	1.547,00	(A)	32	48,34	(A)	(A)	(A)

ALIMENTACION (FOODS)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Endiasa (Grupo)**	105.814,00	37.341,00	4.160	25,44	18.650,00	(A)	31.078,00
2	**Nestlé**	68.821,00	3.091,00	4.440	15,50	20.348,00	(A)	(A)
3	**Nanta**	31.127,20	179,10	1.075	28,96	(A)	1.023,56	6.298,56
4	**General Azucarera de España**	26.978,42	—	965	27,96	4.000,60	92,00	2.152,00
5	**Coop. Orensanas**	25.527,00	—	1.042	24,50	1.760,00	250,00	1.734,00
6	**Agropecuaria de Guissona**	23.099,00	163,00	832	27,76	2.000,00	250,00	1.734,00
7	**Industrias Agrícolas (*)**	22.033,94	(A)	(**)	(A)	2.131,80	910,27	12.840,73
8	**Ebro Cía de Azúcares y Alcoholes (*)**	20.876,00	706,00	1.557	13,41	4.566,00	581,00	16.259,00
9	**Conservera Campofrío**	20.746,00	(A)	1.689	12,28	(A)	(A)	(A)
10	**Copaga Coop.**	20.627,00	123,00	441	46,77	973,00	272,00	2.019,00
11	**Oscar Mayer**	20.509,00	—	1.444	14,20	3.334,00	(A)	2.201,00
12	**Pescanova**	19.491,38	(A)	(A)	(A)	1.931,35	1.080,86	4.223,09
13	**Gallina Blanca Purina**	18.500,00	(A)	500	37,00	(A)	(A)	(A)
14	**Luis Suñer**	18.000,00	100,00	1.400	12,86	(A)	(A)	4.500,00
15	**CPC España**	16.642,00	(A)	1.015	16,40	4.180,00	(A)	4.532,00
16	**Salmaza**	15.332,00	(A)	594	25,81	(A)	(A)	(A)
17	**Derivados Lácteos y Alimenticios**	14.649,00	95,00	1.055,00	13,89	4.029,00	(A)	5.354,00
18	**Starlux**	14.321,30	412,00	723	19,81	3.622,30	56,70	4.379,00
19	**Coop. Azucarera Onésimo Redondo (*)**	13.758,00	56,00	921	14,94	2.594,00	306,00	2.213,00
20	**Bimbo**	13.702,80	—	2.317	5,91	6.546,20	—	3.278,70

(A) Data not furnished

ALIMENTACION (FOODS)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
21	**Coop. Comarcal de Avicultura de Reus**	12.420,00	21,00	350	35,49	826,00	(A)	1.174,00
22	**Producciones Agropecuarias Fabra**	11.866,00	314,00	811	14,63	2.338,00	(A)	4.535,00(*)
23	**Saprogal**	11.296,00	(A)	524	21,56	1.651,00	(A)	962,00
24	**Bioter Biona**	10.404,00	(A)	27,74	(A)	(A)	(A)	(A)
25	**Conservas Garavilla**	10.196,00	(A)	794	12,84	(A)	(A)	(A)
26	**L'Agudana**	9.311,70	—	215	43,31	470,80	13,90	390,10
27	**Carnes y Conservas Españolas**	8.302,30	5.728,00	(A)	(A)	2.190,30	710,07	299,32
28	**Gallina Blanca**	7.906,00	(A)	920	8,59	2.928,00	(A)	2.025,00
29	**Campo Ebro Industrial**	7.647,00	(A)	260	29,41	1.779,00	(A)	1.956,00
30	**Borges**	7.576,00	3.447,00	159	47,65	(A)	(A)	(A)
31	**Industrias Frigoríficas del Louro**	7.391,00	(A)	384	19,25	745,00	145,00	1.180,00
32	**General de Piensos**	7.368,00	(A)	84	87,71	669,00	(A)	1.024,00
33	**Galletas Fontaneda**	7.124,58	30,75	858	8,30	1.694,10	(A)	1.224,04
34	**Comercial Gallo**	7.087,00	35,00	82	25,13	766,00	109,00	343,00
35	**Anecoop**	6.990,00	(A)	16	436,88	32,00	(A)	88,00
36	**Unión Alimentaria Sanders**	6.902,50	—	319	21,64	1.295,20	444,50	586,60
37	**Kraft-Leonesas**	6.534,00	285,00	408	16,01	1.290,00	139,00	1.528,00
38	**Productos Pepsico**	5.839,00	(A)	1.000	5,84	(A)	(A)	(A)
39	**Industrias Solís**	4.726,00	44,00	345	13,70	909,00	(A)	1.413,00
40	**Alimentos Refrigerados**	4.288,00	3,00	566	7,59	974,00	(A)	1.501,00
41	**Coop. Agrícola Sagrado Corazón de Jesús**	4.287,00	2.743,00	61	70,28	781,00	43,00	181,00
42	**Coop. Nuestra Señora de las Angustias**	4.257,00	—	30	141,90	67,40	13,10	215,80
43	**Natra**	4.249,00	2.655,00	120	35,36	(A)	(A)	(A)
44	**Hero España**	3.535,00	435,00	204	17,33	821,00	136,00	811,00
45	**E. N. Mercosa**	3.170,00	—	122	25,98	1.338,00	154,00	1.085,00
46	**Noroeste Ganadero**	2.600,00	(A)	120	21,67	258,00	42,00	257,00
47	**Galletas Siro**	2.500,00	12,00	241	10,37	(A)	(A)	(A)
48	**Pérez Escámez Hnos.**	2.100,00	1.745,00	23	91,30	217,00	107,00	94,50
49	**Iberia Taiyo**	2.001,00	51,00	17	117,71	116,00	35,00	66,00
50	**Algosa**	1.888,00	3,00	58	32,55	(A)	(A)	(A)
51	**Adams**	1.454,91	—	147	9,90	500,00	16,00	174,00

BEBIDAS (BEVERAGES)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Aguila**	23.991,00	120,00	3.427	7,00	12.331,00	2.430,00	23.982,00
2	**Osborne y Cía.**	22.198,00	(A)	342	64,91	4.258,00	(A)	7.023,00
3	**Pedro Domecq**	20.244,00	3.848,00	763	26,53	4.723,00	(A)	8.985,00
4	**Mahou**	17.139,00	(A)	1.426	12,02	(A)	(A)	(A)
5	**González Byass**	16.214,00	(A)	469	34,57	3.591,17	(A)	8.557,60

(A) Data not furnished.

BEBIDAS (BEVERAGES)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
6	**San Miguel**	15.979,00	285,00	1.514	5.262,15	9,19	3.555,26	7.553,16
7	**La Cruz del Campo**	15.642,00	(A)	1.112	14,07	7.245,00	(A)	13.232,00
8	**Savin (Grupo)**	14.058,52	4.769,00	1.077	13,05	3.298,00	569,97	4.612,37
9	**Damm**	13.400,00	—	1.200	11,17	(A)	(A)	10.862,00
10	**Codorniu**	11.715,00	2.219,00	380	30,83	3.163,00	1.309,00	6.752,00
11	**Larios**	10.665,00	36,00	104	102,55	3.649,00	252,00	5.711,00
12	**Savin**	9.619,00	1.506,00	861	11,17	2.747,52	462,00	4.484,25
13	**Martini & Rossi**	9.531,00	450,00	332	28,71	(A)	(A)	3.932,00
14	**Unión Cervecera**	8.476,00	—	1.350	6,28	4.024,43	353,47	1.855,42
15	**Bacardi & Cía.**	7.113,00	(A)	145	49,06	(A)	(A)	4.145,00
16	**Destilerías y Crianza de Whisky**	5.481,00	(A)	135	40,60	1.716,00	120,00	5.692,00
17	**Prac (Grupo)**	4.400,00	132,00	257	17,12	1.142,00	134,00	1.314,00
18	**Font Vella**	4.394,00	(A)	423	10,39	1.446,00	(A)	(A)
19	**Age Bodegas Unidas**	3.745,00	1.590,00	304	12,32	847,00	182,00	1.234,00
20	**Exportadora Vinícola Internacional**	3.528,00	2.333,00	97	36,37	335,00	101,00	934,00
21	**Sical**	2.303,00	37,00	299	7,70	935,00	48,00	1.424,00
22	**Berberana**	2.250,00	(A)	137	16,42	(A)	(A)	(A)

CAUCHO Y NEUMATICOS (RUBBER AND TIRES)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Neumáticos Michelín**	91.200,00	41.040,00	12.684	7,19	(A)	(A)	53.315,45
2	**Firestone Hispania (*)**	33.524,98	10.123,24	5.569	6,02	13.994,48	2.555,37	19.810,37
3	**Productos Pirelli (*)**	27.372,00	5.685,00	3.840	7,13	13.162,00	3.231,00	10.391,00
4	**Calatrava**	27.192,22	4.313,00	789	34,46	5.086,27	1.797,16	5.591,30

CEMENTO (CEMENT)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Asland**	23.264,00	6.731,00	1.444	16,11	9.604,00	2.755,00	17.591,00
2	**Valenciana de Cementos Portland**	23.116,44	(A)	(A)	(A)	8.496,83	917,19	29.231,91
3	**Cementos Alba**	12.404,00	3.480,00	532	23,32	4.979,00	228,00	14.299,00
4	**Hornos Ibéricos**	9.406,00	3.520,00	235	40,03	4.064,00	2.402,00	5.454,00
5	**Cementos Molins**	7.482,00	229,00(*)	389	19,23	2.815,00	186,00	10.506,00
6	**Auxiliar de la Construcción**	6.979,00	(*)	369	18,91	2.494,00	178,00	4.034,00
7	**Cementos Portland**	3.654,00	309,00	229	15,96	1.614,09	25,00	4.578,00
8	**Cementos Portland de Lemona**	2.637,35	329,03	213	12,38	1.409,53	50,46	3.147,80

(A) Data not furnished.

COMMERCIAL (COMMERCIAL/DISTRIBUTORS)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Philips Ibérica**	40.973,00	(A)	1.179	34,75	(A)	(A)	A
2	**Bayer Hispania Comercial**	35.236,00	(A)	626	56,29	(A)	(A)	(A)
3	**Finanzauto**	29.842,20	210,70	1.891	15,78	8.309,50	2.369,30	6.875,90
4	**ICI España**	17.128,00	(A)	139	123,22	709,00	(A)	2.617,00
5	**Comercial de Potasas**	13.088,00	8.438,00	(A)	(A)	(A)	(A)	(A)
6	**Carboex**	12.483,00	—	36	346,75	581,00	46,00	5.333,00
7	**Guerin**	9.304,00	—	531	17,51	1.791,00	691,00	501,00
8	**Fiatagri España**	9.295,00	(A)	144	64,55	1.026,00	(A)	961,00
9	**Comercial de Laminados**	8.650,00	71,00	251	34,46	891,00	346,00	6.125,00
10	**General de Laminados**	8.001,50	(A)	(A)	(A)	(A)	(A)	185,50
11	**Polysar Española**	3.100,00	(A)	10	310,00	(A)	10,00	(A)
12	**Makiber**	1.440,97	1.191,00	38	37,92	(A)	(A)	(A)

COMERCIALES FARMACEUTICOS (PHARMACEUTICALS DISTRIBUTORS)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Huelva Farmacéutica, SA**	1.183,00	(A)	516	22,93	(A)	76,00	741,00
2	**Hermandad Farmacéutica del Mediterráneo**	10.612,00	—	343	30,94	984,00	354,00	745,00
3	**Centro Farmacéutico Valenciano**	8.680,50	(A)	473	18,35	(A)	(A)	370,30
4	**Coop. Farmacéutica de Jaén**	3.327,00	—	70	47,53	181,70	25,70	143,02
5	**Centro Farmacéutico del Norte**	2.879,00	—	113	25,48	194,50	—	236,80

CONFECCION (APPAREL)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Industrias y Confecciones**	22.773,00	(A)	6.023	3,78	13.143,00	(A)	9.847,00
2	**Cortefiel**	11.070,00	(A)	759	14,58	(A)	(A)	(A)
3	**Generos de Punto Ferrys**	4.668,00	353,00	1.303	3,58	(A)	(A)	(A)
4	**Isidro Jover y Cía.**	3.689,00	900,00	824	4,48	1.785,00	292,00	1.817,17
5	**Aznar**	3.595,55	—	666	5,40	1.613,00	324,00	2.465,00
6	**Levi Strauss**	3.508,39	(A)	290	12,10	(A)	(A)	(A)
7	**Dusen**	3.367,00	150,00	660	5,10	1.530,00	(A)	539,00
8	**Industrias Valls**	3.224,00	303,00	641	5,03	1.470,00	139,00	2.253,00
9	**Mora**	3.012,00	2.037,00	249	12,10	793,00	135,00	577,00
10	**Fábrica Española de Confecciones**	2.797,00	36,00	285	9,81	930,00	146,00	386,00
11	**Drape Coti**	1.700,00	25,00	487	3,49	560,00	66,00	323,00
12	**Rok**	1.633,00	63,00	472	3,46	(A)	(A)	(A)

(A) Data not furnished.

CONSTRUCCIONES E INMOBILIARIAS (CONSTRUCTION AND REAL ESTATE)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Dragados y Construcciones**	148.777,00	57.489,00	12.925	11,51	36.638,00	2.714,00	20.020,00
2	**Agroman (Grupo)**	77.000,00	(A)	10.000	7,70	24.170,00	(A)	9.608,00
3	**Fomento de Obras y Construcciones**	58.120,00	2.100,00	11.500	5,05	18.753,00	1.531,00	7.755,00
4	**Cubiertas y MZOV**	55.910,00	(A)	6.186	9,04	(A)	1.372,00	7.900,67
5	**Ferrovial**	40.756,00	(A)	2.153	18,93	5.777,00	(A)	17.605,00
6	**Hispano Alemana de Construcciones**	40.500,00	(A)	1.289	31,42	(A)	(A)	(A)
7	**Obras y Construcciones Industriales**	28.895,00	1.050,00	2.769	10,44	(A)	(A)	6.421,00
8	**Huarte y Cía.**	27.475,00	(A)	(A)	(A)	2.511,32	1.268,00	8.341,80
9	**Sdad. Estatal de Gestión para rehab. y const. de viviendas**	27.027,30	—	74	27,40	461,90	39,90	908,90
10	**Construcciones y Contratas**	20.873,00	—	4.972	4,20	(A)	965,00	8.989,00
11	**Laing**	9.032,00	(A)	873	10,35	(A)	(A)	1.146,00
12	**Constructora Pirenáica**	8.598,00	(A)	(A)	(A)	(A)	(A)	(A)
13	**Inmobiliaria Urbis**	6.435,66	—	(A)	(A)	1.584,89	450,53	8.422,64
14	**Tecsa**	6.255,00	(A)	1.189	5,26	(A)	378,00	1.816,00
15	**Vallehermoso**	4.776,00	—	247	19,34	3.695,21	3.240,00	19.277,00
16	**Vías y Construcciones**	4.036,68	—	346	11,67	1.781,63	221,70	730,49
17	**Contractor**	4.018,00	—	145	27,71	671,00	129,00	203,00
18	**Trabajos y Obras**	3.950,00	(A)	500	7,90	(A)	(A)	(A)
19	**Constructora Asturiana**	3.610,00	(A)	697	5,18	(A)	37,00	1.786,00
20	**Cobasa Inmobiliaria**	2.884,00	—	62	46,52	632,00	380,00	1.110,00
21	**Auxiliar de Canalizaciones**	2.505,00	—	674	3,72	1.454,00	27,00	528,00

CONSTRUCCION NAVAL (SHIPBUILDING)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**E. N. Bazán**	76.488,00	28.308,00	13.571	5,64	35.950,80	9.103,00	6.333,00
2	**Astilleros Españoles**	27.534,00	22.297,00	15.866	1,74	36.302,38	10.759,56	1.000,00
3	**Astano**	10.442,00	8.367,00	5.882	1,77	9.211,00	3.100,00	1.445,00
4	**Hijos J. Barreras**	5.538,90	(A)	1.473	3,76	4.598,21	2.597,63	4.016,63
5	**Astilleros Canarios**	2.997,75	2.698,00	390	7,69	1.830,29	475,63	398,28
6	**Astilleros y Talleres Celaya**	1.942,51	(A)	(A)	(A)	478,21	62,55	264,03
7	**Juliana Constructora Gijonesa**	1.521,00	—	(A)	(A)	3.047,00	1.077,00	346,00(*)
8	**Fábrica de San Carlos**	1.241,00	—	624	1,99	2.340,00	859,00	364,00

(A) Data not furnished.

CONSTRUCCIONES MECANICAS (MECHANICAL CONSTRUCTION/MACHINERY)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Construcciones Aeronáuticas**	42.623,47	36.741,00	10.037	4,25	27.612,99	5.554,32	8.695,01
2	**Duro-Felguera (grupo)**	39.841,00	12.283,00	3.310	12,04	11.853,00	861,00	17.818,00
3	**E. N. Santa Bárbara**	23.343,05	14.084,00	3.870	6,03	14.914,02	5.548,46	1.440,43
4	**Babcock y Wilcox Española**	20.238,00	10.839,00	3.624	5,61	17.363,00	6.212,00	10.000,00
5	**Envases Carnaud**	16.616,00	1.326,00	1.555	10,69	5.770,00	1.241,00	4.384,20
6	**Construcciones y Auxiliar de Ferrocarriles**	14.686,90	319,00	3.337	4,40	8.218,00	1.190,10	7.219,00
7	**Material y Construcción**	13.846,00	1.115,00	2.736	5,06	8.067,00	1.605,00	3.993,00
8	**Metalurgia Duro Felguera**	13.619,32	(A)	2.000	6,81	7.647,88	485,89	14.061,43
9	**La Maquinista Terrestre y Marítima**	13.092,00	2.149,00	2.263	5,79	8.449,24	3.049,85	4.294,74
10	**Bendibérica**	12.464,00	2.272,00	2.093	5,96	6.218,00	292,96	5.717,31
11	**Industrias Mecánicas de Galicia**	8.716,00	6.572,00	873	9,98	3.910,00	348,00	3.772,00
12	**SKF Española**	8.668,64	(A)	1.001	8,66	3.843,80	935,75	2.485,20
13	**Flex**	7.812,00	63,00	1.450	5,39	3.504,00	203,00	10.583,00
14	**Teka Industrial**	6.802,00	1.197,00	331	20,55	1.448,00	317,00	2.174,00
15	**Faessa Internacional**	6.479,00	(A)	(A)	(A)	(A)	(A)	(A)
16	**Pikolín**	6.468,00	—	943	6,86	(A)	(A)	2.439,00
17	**Experiencias Industriales**	6.364,00	2.113,00	657	9,69	2.260,00	399,00	2.540,49
18	**Sulzer España**	5.567,00	(A)	(A)	(A)	(A)	124,00	993,00
19	**Mecánica La Peña**	5.290,00	(A)	718	7,37	(A)	(A)	(A)
20	**Cav Condiesel**	5.016,00	935,00	1.161	4,32	3.105,00	95,00	2.855,00
21	**Máquinas de Coser Alfa**	4.100,00	350,00	1.215	3,37	2.319,00	258,00	(A)
22	**Equipos Nucleares**	4.052,00	(A)	532	7,62	3.687,00	1.340,00	2.094,00
23	**Jumberca**	4.021,00	3.197,00	529	7,60	2.357,00	408,00	951,00
24	**Iturri**	3.900,00	—	115	33,91	326,00	11,00	987,00
25	**Filtros Mann**	3.854,00	895,00	650	5,93	1.584,00	178,00	1.200,00
26	**Laforest**	3.688,00	1.058,00	421	8,76	1.585,00	176,00	2.596,00
27	**Tarabusi**	3.688,00	(A)	907	4,07	2.530,00	40,00	2.102,00
28	**Radiadores Puma Chausson**	3.468,00	784,00	548	6,33	1.438,00	145,00	1.473,00
29	**Sandvik Española**	3.468,00	384,00	280	12,39	1.084,00	145,00	1.112,00
30	**MWM-Diter**	3.447,00	358,00	850	4,06	2.003,00	457,00	947,00
31	**Hispano Motor**	3.265,00	647,00	413	7,91	1.147,00	98,00	1.166,00
32	**Fichet**	3.100,00	200,00	469	6,61	(A)	(A)	1.250,00
33	**Mannesman Demag**	3.064,00	50,00	272	11,26	860,00	81,00	1.223,00
34	**Inta Eimar**	2.881,00	2.087,00	279	10,33	1.144,00	(A)	1.056,00
35	**Buhler-Miag**	2.790,00	839,00	359	7,77	1.286,00	95,00	1.660,00
36	**Fruehauf**	2.622,20	330,50	217	12,08	761,90	(A)	617,10
37	**Industrias Metalúrgicas Moncunill**	2.595,00	518,00	402	6,46	(A)	(A)	(A)
38	**Aleinsa**	2.510,00	80,00	757	3,32	2.724,00	975,00	2.597,00
39	**Sistemas AF**	2.438,00	(A)	375	6,50	929,50	40,50	1.152,00
40	**Danobat S. Coup**	2.373,00	464,00	551	4,31	1.045,00	119,00	1.068,00

(A) Data not furnished.

CONSTRUCCIONES MECANICAS (MECHANICAL CONSTRUCTION/MACHINERY)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
41	**Worthington**	2.284,00	710,00	332	6,88	1.112,00	74,00	609,00
42	**Leciñena**	2.235,93	—	98	22,82	281,36	62,32	170,74
43	**Construcciones Agrometálicas Levante**	1.994,00	1.517,00	248	8,04	951,00	318,00	(A)
44	**Gutiérrez Asconde Corp.**	1.965,00	508,00	182	10,80	1.085,00	241,00	790,00
45	**Rápida**	1.418,00	—	94	15,09	362,00	52,00	699,00

EDITORIAL Y ARTES GRAFICAS (PUBLISHING AND GRAPHIC ARTS)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Editorial Planeta**	15.500,00	(A)	(A)	(A)	(A)	(A)	(A)
2	**Grupo Zeta**	15.007,00	700,00	810	18,53	3.754,00	501,00	2.200,00
3	**Promotora de Informaciones**	12.834,00	84,00	677	18,96	4.025,00	103,00	2.559,00
4	**Plaza & Janés (*)**	11.800,00	(A)	510	23,14	(A)	(A)	1.450,00
5	**Salvat Ediciones**	5.954,00	2.051,00	229	26,00	2.388,00	(A)	3.997,00
6	**Santillana**	4.775,00	275,00	(A)	(A)	(A)	(A)	1.795,00
7	**Agencia EFE**	4.083,00	—	684	5,97	3.000,00	222,00	933,00(*)
8	**Editorial Sarpe**	3.258,00	1.254,20	114	28,58	(A)	(A)	(A)

ELECTRODOMESTICOS (ELECTRIC APPLIANCES)

Ranking by Sector	Commercial name of firm	Volume of Sales, 1984 (1000 pesetas)	Volume of Exports, 1984 (1000 pesetas)	Number of Employees	Billing per employee	Gross Added Value in 1984	Financial Expenses	Net Resources
1	**Española de Lámparas Eléctricas «Z» (*)**	24.314,00	2.758,40	2.122	11,46	7.081,00	(A)	11.241,00
2	**Sony España**	23.000,00	(A)	(A)	(A)	(A)	(A)	(A)
3	**Sanyo España**	18.285,00	2.341,00	928	20,29	4.101,00	497,00	3.646,00
4	**Ulgor S. Coop.**	16.978,00	4.698,00	2.041	8,32	5.428,00	1.227,00	7.366,00
5	**Inter Grundig**	13.573,00	(A)	835	16,26	(A)	(A)	(A)
6	**Balay**	1.331,00	2.953,00	1.395	94,27	4.855,00	1.234,00	1.846,00
7	**Fabricantes de Electrodomésticos (SAFEL)**	12.700,00	2.345,00	2.900	4,38	(A)	(A)	(A)
8	**Electrónica Bertrán**	12.001,00	—	273	43,96	1.855,00	162,00	3.180,00
9	**Braun Española**	11.400,00	6.362,00	1.253	9,10	3.870,00	(A)	2.629,00
10	**Corberó**	9.568,70	1.098,20	1.348	7,10	3.667,60	(A)	2.950,80
11	**Cointra**	8.754,00	(A)	1.715	5,10	(A)	(A)	(A)
12	**Domar**	7.314,20	2.600,30	665	11,00	2.236,00	(A)	2.007,70
13	**Moulinex España**	6.670,00	1.807,00	615	10,85	(A)	(A)	1.486,00
14	**Mayc**	6.548,00	(A)	580	11,29	(A)	(A)	(A)
15	**Taurus**	3.950,00	1.077,00	871	4,54	(A)	(A)	1.258,00
16	**Nueva Bru**	1.949,60	133,10	363	5,37	996,10	(A)	915,10

(A) Data not furnished.

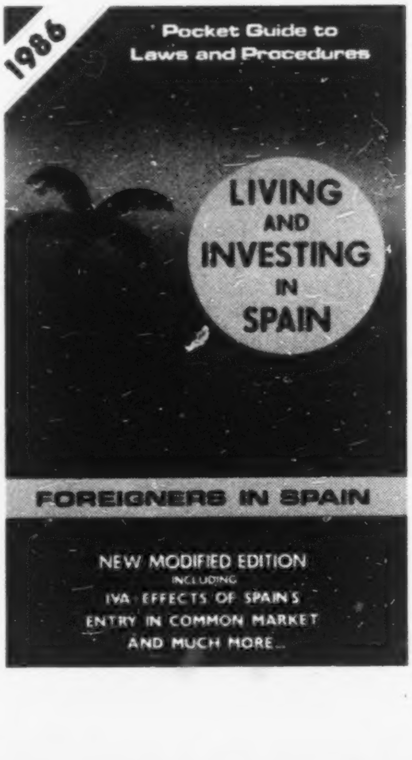
(To be continued)

"Guide to Living and Investing in Spain"

Lee Setomer in his "castillo" in Benalmadena, which he has no intention of leaving.

For those whose native language is not Spanish, the "**Guide to Living and Investing in Spain**" is just what it says it is, a "Guide"; it is not the "last word," nor does it intend to be. It is designed to tell you in as clear, concise and accurate a manner as possible all you need to know about living and investing in Spain. If you decide to buy, rent, work or invest in Spain, you will most assuredly need the professional services of a lawyer, business manager, architect, etc. If this book serves only to help you evaluate these services, the cost of the book will be a good investment.

Lee Setomer, editor of the Guide, is an American who has lived and worked in Spain for the last 32 years. He is a civil engineer with a Master's degree from the University of Michigan, and of necessity he is now fluent in Spanish and French. Before coming to Spain in 1954, he worked as an airfield construction specialist in French Morocco, France and Turkey. In Spain he worked as the soils engineer for the construction of the U.S. airbases in Spain. In 1959, after a three month tour of Spain, he decided that the idea of living, working and investing in the Costa del Sol, with the best year 'round climate, was enticing. He went on his own in Málaga and was involved in the first apartment construction for sale in Torremolinos in 1960. Additional apartments and land development projects followed. His original "five year plan" was extended to ten, then fifteen, and finally indefinitely, when he realized he was better off in his "castillo" in Benalmadena than anywhere else he could imagine. He is still there and has no intention of leaving.



1986

Pocket Guide to Laws and Procedures

LIVING AND INVESTING IN SPAIN

FOREIGNERS IN SPAIN

NEW MODIFIED EDITION
INCLUDING
IVA · EFFECTS OF SPAIN'S
ENTRY IN COMMON MARKET
AND MUCH MORE...

The "Guide to Living and Investing in Spain" started as a hobby which evolved, he says, after years of being a more or less helpless bystander to the trials and tribulations of the average non-Spanish-speaking foreigner.

The normal problems of adjusting to living and investing in a foreign country were compounded by the adjustment Spain's was making from the isolation of 30 years of dictatorship to democratic government and membership in the European community. The Guide evolved as a natural need to help adjust to this changing atmosphere, not only regarding laws and procedures but also customs and morals.

The "Guide to Living and Investing in Spain" is modified, rewritten where necessary, and brought up to date each year.

The 1986 edition of the Guide is available in English, Spanish and German.

The price of the Guide is US$6.00 plus $2.00 for postage and handling. To reserve your copy, please contact the Chamber.

By JUDITH GLYNN

Shopping in Valencia

For the shopper, the Valencian Community has everything from the major city of Valencia, with its wide streets, unique shops, designer fashions and a 150-store shopping center to small villages full of artisans up and down the coastline."

JUDITH GLYNN is an American living in Madrid. She recently completed a brochure, "Shopping in Spain's Catalonian and Valencian Communities," for the Spanish Government.

This is the second in a series of articles on shopping in Spain that she is writing for our publication.

In addition to being an accomplished journalist, Ms. Glynn has first-hand knowledge of Spanish products and manufacturers, and has therefore been able to make a natural transition to the import/export field.

If you are interested in a personalized introduction to Spain and its import/export possibilities, Ms. Glynn can be contacted through her U.S. offices. Call, write or Telex her at:

Judith Glynn
Export Marketing International, Inc.
1441 Park Avenue
Cranston, Rhode Island 02920
Telephone: (401) 943-1805
Telex: 5101008389

In Madrid you can contact her at:

Judith Glynn
Export Marketing International, Inc.
Victor de la Serna, 42 - 4A
28011 Madrid
Tel.: 45820 86; Telex: 47717 LPG

Note: Transportation to complete this article was provided by IBERIA AIRLINES OF SPAIN. Also, this article would not have been possible without the generous assistance of the Chambers of Commerce in Valencia, Alicante and Castellón.

According to some Spaniards, their countrymen living along the Mediterranean coastline have had the longest experience as traders. They gained that distinction because in centuries past the area had been invaded and conquered by Romans, Phoenicians and Moors. Each brought a different slice of culture, artistic influences, industry and commerce.

Today these contributions are still apparent in the Valencian Community, which consists of three provinces — Valencia, Alicante and Castellón. It is a part of Spain with a climate that's mild for ten months and with beautiful beaches and excellent tourist facilities. Traditionally the region has enjoyed a high standard of living.

For the businessman interested in its products, the city of Valencia hosts fairs throughout the year featuring the textile, toy, shoe, farm equipment and ceramics industries, to name but a few of the region's outstanding manufactures. Citrus fruits, almonds and flowers are mainstays as well.

For the shopper, the Valencian Community has everything from the major city of Valencia, with its wide streets, unique shops, designer fashions and a 150-store shopping center, to small villages, full of artisans, up and down the coastline.

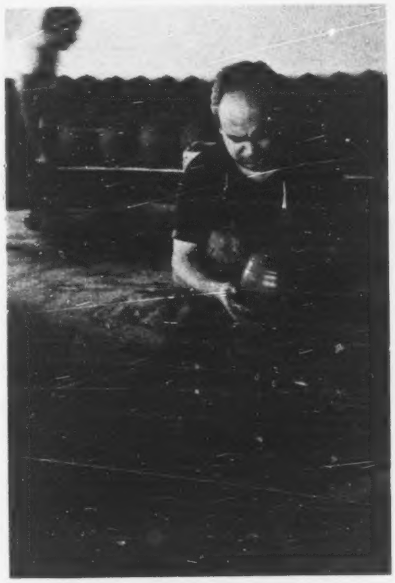
Obviously major industries overlap, but for convenience in discussing the products of the Valencian Community we will list the provinces individually.

ALICANTE

In **Alicante** and its surrounding towns, most of Spain's shoes, toys, blankets, various kinds of textiles, rugs and *turrones* (nougat candy) are produced.

The shoe industry exports worldwide and a pair of good quality leather shoes in Spain averages about $45 for women and slightly higher for men. Try several pairs for a proper fit—shoes made for export differ from those made for the Spanish market.

It's easy to find the town of **Jijona,** located in the hills surrounding the city of Alicante. Just follow the delightful whiffs of toasted almond that fill the air. The nuts are being mixed with honey, sugar and egg whites to produce turron, a candy sweet introduced into Spain by the Moors. Today modern factories sell worldwide as well as to the public in their factory stores. Marzipan,



Electric- and gas-fired ovens controlled by computers are the final process in making ceramics for some companies, but hand labor is still needed in the early stages.

Although it is getting more difficult to entice the youth of Spain into artisan work, this young boy, who is the pride of his family in Alcoy, is learning the trade of making a 'botijo,' or water cooler.

are packed in elaborate gift boxes.

Almond oil is one of the natural ingredients in the cosmetics manufactured at Germaine de Capuccini, located in **Alcoy.** The factory has an outlet store offering first quality cosmetics at 40% less than retail.

Lining the streets of **Crevillente** are shops selling rugs made in the surrounding villages. Many are 100% wool and sold in the United States at fine retail stores. Toys and dolls coming from the little towns of **Onil, Ibi, Castalla** and **Baneres** have delighted children for over a century. Stuffed animals, regional souvenir dolls dressed in their finery, and games (many by licensees of U.S. companies) are manufactured and sold in the area.

Head for **Gata de Gorgos,** where the people in the region braid and twist bamboo, wicker and other fibers into sturdy baskets, hats, welcome mats and furniture. Because of the town's popularity with tourists, most shops do not close for a lunch break and are open seven days a week from June through September.

The little village of **Agost,** like most places in Spain, has its own distinctive pottery and ceramics. The village's potteries have created the *botijo,* commonly known as a water cooler, for as long as anyone can remember. When the unique clay of Agost is mixed with ordinary table salt and baked in Arabic-influenced kilns, the unglazed finished botijo permits evaporation to keep its contents cool. The potters, both large and small, welcome visitors. The larger ones, particularly Miguel Molla Mira and Piqueres, have showrooms. Don't miss a visit to the Museo de Alfareria; Ilse Schütz created the place a few years ago and it's a wonderful step back into Agost's history, which was almost lost forever until Ilse arrived. In addition to museum artifacts, Ilse has created a showroom of local pottery which you may buy.

CASTELLON

The province of Castellón, and particularly the towns of **Onda** and **Alcora,** is where archeologists have found the oldest pottery in Spain. Today craftsmen hand paint romantic scenes from the past, reproductions of religious tableaus, and beautiful traditional wall tiles which are exported worldwide to decorate palaces, public buildings, and homes. Tourists may also buy directly from the manufacturers and artisans in this area. Large factories such as La Muy Noble Cerámica Artistica de Alcora, in Alcora, have showrooms.

Castellón is also a province with an abundance of artisans—so many, in fact, that a brochure entitled "Rutas Turisticas y de Artesania de Castellón" is available through the local Chamber of Commerce and tourist office. In it are detailed maps outlining specific routes and towns that produce such crafts as canes, wooden sculptures, porcelains and espadrilles. My favorite stop is the mountain-top town of **Morella,** where the women knit beautiful sweaters at unbelievably low prices. Bed throws, blankets, pillow coverings and ponchos are hand woven on ancient looms. The artisans welcome your peeking over their shoulders to watch them at work.

VALENCIA

Delicate figurines of milky-blue and stark-white porcelain come from Valencia, and particularly from **Manises.** The Lladró trademark is certainly known worldwide, but there are over 200 other manufacturers in the province as well. It would take a whole day of walking just to visit the shops in Manises.

Two associations of ceramic manufacturers, representing 15 members, have been formed in recent years to promote the craft abroad. Competition is keen between the manufacturers; in fact, families keep secret the mixing of the clay and firing temperatures. Some manufacturers, such as Racacer, are attending fairs in the United States to market their products. Others are selling to buyers such as Bloomingdale's and Colonial Candle.

For years women have cooled themselves with the magnificent hand-painted fans made in Valencia. The city supplies the entire country. There is no school to learn this art—it is a closely guarded family tradition in Valencian homes and passed down from father to son and mother to daughter.

Racacer, a manufacturer in the Valencia Community, features decorative ceramic items such as this mask.

Fans of cotton and polyester fiber are most popular, with the woods coming from area fruit trees. Silk fans with bone, ivory or shell frames are more exquisite and expensive.

If your interest is musical, Valencia produces the majority of the guitars, lutes, mandolins, violins, accordions

(CONTINUED ON PAGE 60)

By LUISA PUJOL

Fairs and Exhibitions

New York Leather Exposition 1986

Durante los dias 9, 10 y 11 de marzo de 1986, se ha celebrado en Nueva York la primera convocatoria del NEW YORK LEATHER EXPOSITION (NYLEX) en el recinto ferial del Coliseum. A partir de septiembre la exposición tendrá lugar en el nuevo centro de convenciones Jacob K. Javits.

El NYLEX, un salón internacional de marroquineria y confección en piel de alta calidad que anticipó la visita de miles de compradores, promete un nevo futuro para el mercado de la piel que sierve como vehiculo influyente para los diseñadores y fabricantes europeos de primera plana. Se exhibió lo mejor de confección en piel y marroquineria de Europa y de los EE.UU. Fueron nueve los paises extranjeros que acudieron al certamen con pabellón oficial propio. Con pabellón nacional estaban los siguientes paises: España, Italia, Francia, Colombia y Estados Unidos. También se contó con la presencia de Canada, Alemania, Inglaterra, Grecia e Israel. Particularmente fuerte entre los paises europeos participantes fue Italia. Más de 50 fabricantes italianos formaron parte del salón, de los cuales 30 expusieron bajo los auspicios de AIMPES, la asociación de fabricantes de articulos de piel en Milan.

Accesorios de piel por Cubri de Sevilla.

El pabellón de España estuvo formado por 22 firmas, 7 de confección de piel y las 15 restantes de marroquineria. La asociación del salón nacional de la marroquineria, artículos de viaje, confecciones en piel e industrias conexas, IBERPIEL, ha sido el promotor de dicho pabellón. Este ha sido el primer año de promoción de IBERPIEL (incluye 400 empresarios que participan en manifestaciones feriales de piel en España de marroquineria y complementos, y confección y peleteria) en el exterior, promovida conjuntamente por el Instituto Nacional de Fomento a la Exportación.

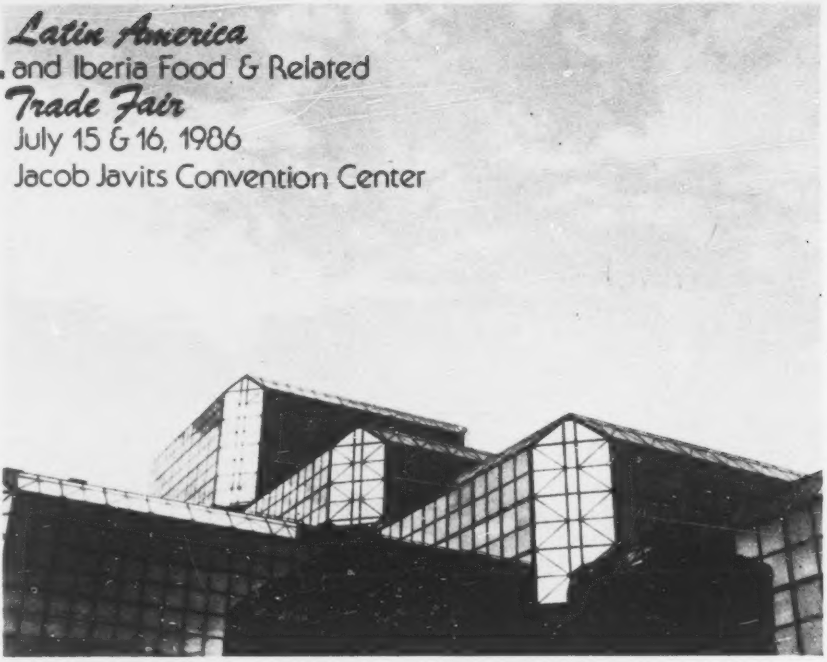
De acuerdo con las palabras del Sr. Eduardo Escudero Arias, presidente de IBERPIEL, el NYLEX es un medio de promoción propicio para exhibir y demostrar la alta calidad de los articulos de piel española, que compiten con los articulos italianos y franceses. Afirmó además que la razón por la cual los productos italianos tienen un mayor impacto en los EE.UU. que los articulos españoles es debido al sistema de penetración que Italia utilizo hace años a base de marcas. El "Made in Italy" se ha convertido en una marca única y equivale a una aceptación del producto italiano de forma genérica. Resaltó que la posibilidad de España de abarcar el mercado norteamericano de piel se sitúa en una oferta y demanda superior a la de los paises asiáticos e inferior al alto nivel de oferta y demanda italiana.

Confecciones de piel por Fer-Lucci, S.A. de Mostoles (Madrid), en la New York Leather Exposition (NYLEX).

A pesar de la fuerte participación internacional, los resultados no han sido fructuosos. Los comentarios de varios de los expositores españoles coinciden en que la teoria no ha equiparado la realidad de la feria. Los articulos estaban dirigidos básicamente hacia los mayoristas que incluyen grandes almacenes y oficinas de compra. Pero no ha sido así. La campaña de promoción realizada por la feria, tanto en el territorio americano como en el extranjero, ha sido escasa y ello se ha reflejado en el número de visitantes por parte de los comerciantes.

La falta de sincronización de la feria, que ha tenido lugar justamente después del New York Prêt y antes de la NAMSB, ha restado brillantéz a los propositos del NYLEX. La ausencia de compradores han contribuido a que NYLEX no alcanzase las metas esperadas, que se reflejan en las impresiones intercambiadas que anteriormente se recogen.

El New York Leather Exposition, no obstante, sigue siendo el vehiculo más idoneo de promoción española de marroquinería y confección en piel.



Expositores españoles que acudieron al salón New York Leather Exposition bajo los auspicios de IBERPIEL:

Accensi y Compañia, S.A.
Alvarez Valls, S.A.
Fer-Lucci, S.A.
Generos de Punto Torras, S.A.
Leder Cris, S.A.
Luis López, S.A.
Pons Piel, S.A.
Bolsos Leip
Briz, S.L.
Cordobán (Artiplast, S.A.)
Climent Saez, S.L.
Cubri, S.A.
Guardado Galán, S.A.
H.I. Salvadores, S.A.
José Luis Catalan Garces
Julián Monfort Leyda, S.A.
Manci, S.A.
Marroquineria Alicantina, S.A.
Matias Salva, S.L.
Miguel Bellido, S.A.
Ubrique Sdad. Coop. Ind. (USCI)

Export Expo '86

EXPORT EXPO '86 es el seminario y feria de muestras internacional más importante en los EE.UU. La edición de tal evento tendrá lugar en el Hotel Bally's Park Place en Atlantic City, New Jersey, los dias 17, 18 y 19 del junio del presente año.

Tomarán parte en el salón más de 150 expositores y se supone que 5,000 personas acudirán a la exposición utilizando la feria como el instrumento más sólido y rentable para aumentar sus ventas y la mejor oportunidad de contacto con expositores y visitantes extranjeros.

Durante los tres dias, los temas del seminario se enfocarán sobre las estrategias y opciones de las que pueden disponer la dirección de una empresa en el comercio exterior. La participación en los mercados exteriores se convierte cada dia más en un trabajo duro y complejo; y paralelo a ello aumenta la competencia, para lo cual es imprescindible ponerse al dia sobre la situación de los distintos mercados. Por ello, es obvio, que un exportador o importador necesite averiguar muchos factores a la hora de explorar aquellos mercados extranjeros donde desea abrir mercado.

Hay que señalar que la Export Expo '86 ha asumido la orientación de los lideres mundiales, basada en el rigor en el planteamiento y el trabajo en profundidad, organizando los certámenes desde la premisa de su utilidad.

Above and right: In the NAMSB (National Association of Men's Sportswear Buyers) Exhibition at the New York Coliseum, Spanish firms exhibited in the "Corner of Spain" pavillion.

THE CORNER OF SPAIN

A LETTER TO THE CHAMBER:

Life Insurance in Spain

As you know, I recently visited Spain and met there with ten or so insurance executives, who were all very committed to commercial and technical growth of the life insurance market in Spain, especially in the formation of inspectors/specialists and agents. In my opinion agent/specialist training is an important key to unlocking appreciation of personal financial planning in Spain, and will lead directly, within three years, to a large growth in life insurance premiums.

A trained agent with a superior company seeks out quality clients and matches them with appropriate products, which the client retains over a profitable period. This "cycle of quality" is possible when there is a relationship between a trained agent and his client, who becomes a satisfied repeat buyer and a valuable source of new clients. My very brief visit suggests that in Spain until now, insurance purchases have been transaction related rather than relationship related.

The possibility of forming a professional agent group leads indirectly to joint ventures and outright purchases of foreign technical and commercial services, in which your members may wish to participate. This exchange with U.S. companies, for example, will occur more rapidly as the learning curve steepens and investments can be amortized rapidly with high profit. There is a group of people in Spain now who could be trained to adapt some of the advanced products and concepts which have led to higher growth of insurance premiums in the U.S., Japan and West Germany.

ICEA is very active in studying how to transfer helpful ideas and has the experience to screen out the unhelpful opportunists that our crowded industry supports. Since ICEA represents most of the companies interested in life insurance and is directed very capably by Mr. Jurado, I recommend that you introduce American participants to that office.

The Chamber's help made my visit to Spain a real pleasure. Thank you for your good offices, and special thanks to Mr. Juan Prieto-Castro, an advisor to the Chamber, for promoting the idea of my visit. Please keep up the good work you have started. I have been invited to give a training late this year, and much other good work can be introduced through your continued efforts.

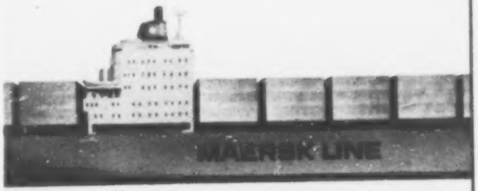
The Ambassador's office in Madrid has said that insurance services can be the largest U.S. export to Spain. Imagine then what kind of growth the strategic Spanish companies can accomplish. The scriptural promise in Acts, 4th Chapter, is that each of us will be taken care of according to our needs. Insurance services express this promise very efficiently. Imagine how much more comfortable the Spanish entrepreneur, executive and family person will be when he knows that despite all the new risks of moving his country forward his basic needs and promises are secure. American studies show that comfortable risk takers more successfully reach their goals.

MICHAEL NIXON, CLU

MICHAEL NIXON is a Special Agent with Northwestern Mutual Life and President of its New York Agent Association.

Does your shipping line speak your language?

Fixed departures get your cargo to its destination on time. Our superior services insure that your shipments arrive smoothly and safely. No matter how complicated, no matter how urgent, you can always depend on Maersk Line to deliver.

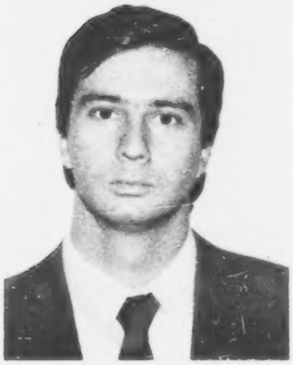


Service all the way. Maersk Line.

MAERSK LINE

Moller Steamship Company, Inc., One World Trade Center, Suite 3527, New York, NY 10048 (212) 432-8200.

Por ALVARO SAINZ
J. & A. Garrigues, New York Office.



Nueva Regulación de la Letra de Cambio

LEY 19/85 DE 16 DE JULIO DE 1985

I. Introducción

LA NUEVA LEY acoge el sistema cambiario de los Convenios de Ginebra donde, como es sabido, triunfó el sistema germánico sobre el francés, de forma que la letra se abstrae de los contratos o pactos antecedentes cuando circula y pasa a un tercer poseedor de buena fé. La letra pasa a concebirse como instrumento de crédito que tiende a la protección del tenedor del título.

El nuevo régimen es muy superior al codificado al configurar la letra como título formal y abstracto, reforzando la seguridad de su circulación y garantizando al acreedor cambiario. La diferencia del régimen introducido frente al anterior se comprueba en los mismos elementos o menciones que debe contener el documento, pues desaparecen las referencias a elementos causales, como la "cláusula valor" y la obligación de provisión de fondos, sin perjuicio, claro está, del desarrollo de las relaciones extracambiarias.

Pero donde más se hace notar la innovación es en el régimen de las excepciones oponibles a las acciones cambiarias, verdadero punto fundamental de toda regulación de la letra de cambio.

Esta configuración no supone, obviamente, descausalizar la letra, sino sólo independizarla de su causa en ciertos aspectos de su circulación y funcionamiento. La causa de la letra vuelve a adquirir importancia en la Ley a fin de evitar las consecuencias injustas que su abstracción puede ocasionar al tenedor.

II. Capacidad para suscribir una letra de cambio.

La ley Cambiaria y del Cheque, al igual que antes el Código de Comercio, no establecen de forma especial los requisitos de capacidad exigibles a los emisores de letras, por lo que habrá que entender que basta la capacidad de obrar general. Para juzgar sobre la existencia de ésta habrá, pues, de atenderse a las disposiciones generales, especialmente al Código Civil (art. 1263) y al derecho foral que sea ley personal del librador. Las mismas reglas serán aplicables a quienes intervengan en las letras de cambio por otro concepto distinto.

Esto supone que pueden suscribir letras quienes carecen de capacidad para ejercer el comercio y los que teniéndola no sean comerciantes.

Si alguno de los intervinientes en la letra carece de capacidad, su obligación será anulable pero, aunque se declare judicialmente su invalidez, no se comunica a las obligaciones de los demás firmantes. Así lo dispone la Ley Cambiaria en relación con las firmas de incapaces, falsas, de personas imaginarias o que carezcan de fuerza de obligar, pues "las obligaciones de los demás firmantes no dejarán por eso de ser válidas" (art. 8). El momento en que ha de apreciarse la capacidad o la existencia de un vicio de la voluntad será el de la firma y la prueba corresponderá a quien lo alegue, como es regla general. (En todo caso el principio de seguridad del tráfico impone atender de forma estricta los supuestos de invalidez de las declaraciones cambiarias).

Representación. Como regla general "todos los que pusiéren firmas a nombre de otro en letras de cambio deberán hallarse autorizados para ello con poder de las personas en cuya representación obrasen expresándolo claramente en la antefirma" (art. 9 de la Ley Cambiaria).

Por su parte el artículo 10 establece que el que pusiere su firma en una letra de cambio como representante de una persona sin poderes para obrar en nombre de ella, quedará obligado en virtud de la letra, igual que si se excede de los mismos.

En consecuencia los tomadores y tenedores de letras pueden exigir que se les exhiban los poderes, para comprobar las facultades de los firmantes.

III. Requisitos formales de la letra de cambio

La letra de cambio es un título valor eminentemente formal (Prof. Garrigues). Esto supone, por una parte, que las formalidades establecidas para manifestar las declaraciones de voluntad que integran la letra se exigen por la Ley para la constitución de aquélla (para que mantengan las relaciones cambiarias) y no sólo para la prueba de las obligaciones cambiarias (eficacia "ad solemnitatem" y no "ad probationem").

ALVARO SAINZ has been an associate of J. & A. Garrigues since 1985. He graduated in Law from the University of Madrid and is a member of the Bar Association in Madrid.

Pero, además, al ser la letra un título destinado a la circulación, las declaraciones cambiarias han cristalizado en fórmulas legales de alcance y significado tradicional entre comerciantes (y en el tráfico general). Al ser declaraciones típicas, los participantes se limitan a colocarse en cada una de las posiciones configuradas legalmente, con sus efectos característicos, que se manifiestan en el surgimiento de las obligaciones cambiarias, cuya eficacia y alcance no puede ser modificada por las partes sino dentro de los estrechos cauces legales. La letra cumple el principio de la literalidad perfecta.

Las leyes de los distintos países han llegado a establecer un modelo de documento cambiario cuyo empleo es obligado para los particulares. La emisión de la letra se convierte, así, en una mera adhesión a un esquema obligacional totalmente predeterminado en forma general. En la instauración de este sistema han pesado fundamentales razones de seguridad jurídica, pero también de índole fiscal.

La Ley Cambiaria y del Cheque enuncia en su artículo 1 los requisitos (menciones) que debe contener la letra de cambio. Como regla general, y sin perjuicio de las excepciones que más adelante se tratarán, la omisión de alguno de tales requisitos impide conceptuar al documento como letra de cambio.

1. Requisitos referentes a los elementos personales:

La letra deberá contener "la firma del que emite la letra, denominado librador" (art. 1 núm. 8), "el nombre de la persona a quien se ha de hacer el pago o a cuya orden se ha de efectuar" (art. 1 núm. 6), generalmente designada como tomador. "El nombre de la persona que ha de pagar, denominada librado" (art. 1 núm. 3).

La Ley Cambiaria ha prescindido de la referencia de la persona que reintegra al librador del importe de la letra, que exigía el Código de Comercio, como lógica consecuencia de la necesidad de independizar la letra de los negocios antecedentes y atendiendo a las funciones que desempeña la misma, distintas a la simple modalidad de pago.

En relación con estos elementos el giro de la letra puede revistir formas especiales:

a) **Pluralidad de librados:** La Ley impone en éste caso un régimen de solidaridad, pues debe entenderse que se dirige indistintamente a cada uno de ellos para que pague el importe total (art. 3)

b) **Confusión de elementos personales:** La letra podía emitirse a la propia orden (concurren en una persona las posiciones de librador y tomador) y al propio cargo (coinciden librador y librado) (art. 4)

c) **Representación:** Si el librador actúa por cuenta de un tercero podrá emitir la letra en nombre de éste (representación directa) o en su propio nombre (indirecta), con los efectos típicos de cada forma de actuación.

La Ley no se refiere a los casos de pluralidad de libradores o tomadores de la letra pero es indudable que se pueden producir.

2. Requisitos referentes a la obligación cambiaria: La letra consiste en "el mandato puro y simple de pagar una suma determinada en pesetas o moneda extranjera convertible admitida a cotización oficial (art. 1 núm. 2), debiendo indicarse también el vencimiento, es decir, la época en que deberá ser realizado el pago (núm. 4) y el lugar donde habrá de hacerse (núm. 5).

Como la Ley Cambiaria ha desligado la letra de cualquier contrato o relación antecedente, desaparece la llamada cláusula de valor.

> ***"El nuevo régimen es muy superior al codificado al configurar la letra como título formal y abstracto, reforzando la seguridad de su circulación y garantizando al acreedor cambiario."***

Así el artículo 39 señala como el librador podrá disponer que una letra de cambio pagadera a la vista no se presente al pago antes de una fecha determinada. En este caso el plazo de presentación se contará desde dicha fecha.

De las menciones que impone la Ley destaca el vencimiento. La letra podrá librarse: a fecha fija, a un plazo desde la fecha de emisión, a la vista (pagadera a su presentación dentro del año siguiente a su emisión, art. 39) o a un plazo desde la vista (contado a partir de la aceptación o protesto, arts. 38 a 40). Contados siempre los plazos con arreglo a lo dispuesto en la Ley, que no difiere sustancialmente del régimen general del Código Civil. En todo caso el vencimiento señalado ha de ser posible, cierto y único, como ha venido exigiéndose tradicionalmente.

Es normal que la letra sea pagadera en el lugar del domicilio del librado pero puede pactarse que el pago se realice en otro lugar. Puede establecerse un lugar de pago distinto pero siendo éste a cargo del librado; puede también señalarse el domicilio de un tercero, en cuyo caso el pago deberá reclamarse del tercero, salvo que se exprese que pagará el propio librado (art. 5). Esta previsión legal de la "domiciliación perfecta de la letra" tiene especial aplicación a la domiciliación bancaria. El pago se realiza por el banco designado utilizando los fondos que en sus cuentas tiene el librado y actuando como mandatario, no como obligado cambiario.

También tiene particular importancia la domiciliación de la letra para determinar el lugar donde ha de levantarse el protesto y para determinar el juez competente en los litigios que se susciten.

Además de los requisitos esenciales señalados, la obligación incorporada al título puede recibir el añadido de cláusulas especiales, que afectan al contenido de la obligación, a su forma de ejercicio o a la posible circulación del documento. Tales son las llamada cláusulas potestativas, que en buena medida se contemplar por la Ley Cambiaria.

En efecto, la Ley tipifica una pluralidad de cláusulas que puede recogerse en las letras con plena eficacia y en relación con múltiples de sus aspectos; así, las de domiciliación, antes aludidas, las referentes al endoso (arts. 14 y 18), a la aceptación (art. 26), al aval (art. 36), al protesto (art. 56), a la pluralidad de ejemplares de la letra (art. 79).

Pero, sin duda, la cláusula más importante entre las potestativas previstas por la Ley es la de devengo de intereses (art. 6). La Ley Cambiaria permite incorporar esta cláusula a las letras pagaderas a la vista o a un plazo desde ella, debiendo sujetarse el librador a reglas estrictas: El tipo de interés deberá señalarse en la letra y los intereses correrán desde la expedición de la letra si no indica otra fecha.

En ningún caso son admisibles las cláusulas que desvirtuen la naturaleza de la Letra. Así pues, no podrá sujetarse a condición la orden de pago en que consiste (art. núm. 2), ni el librador podrá exonerarse de la garantía del pago (art. 11).

3. Requisitos referentes a las formalidades del Título: La letra es un instrumento solemne, que por su destino al tráfico, debe incorporar las expresiones suficientes para reflejar externamente, con claridad y sin permitir dudas, el alcance de la obligación que incorpora. Por ello la Ley requiere que la letra reciba esta denominación expresa en el idioma empleado para su redacción (art. 1 núm. 1), que los elementos de la obligación se incorporen al documento y que la expedición exija cumplir, además alguna formalidad.

Como formalidades de la expedición cabe considerar: a) La necesidad de expresar la fecha y el lugar en que la letra se libra (art. 1 núm. 7); b) Su extensión en papel timbrado correspondiente a su cuantía sin cuyo requisito carece de fuerza ejecutiva (art. 37.1 del Texto Refundido del Impuesto de Transmisiones Patrimoniales y Actos Jurídicos Documentados, de 30 de Diciembre de 1980); y c) La necesidad de adherir al documento cambiario cualquier hoja en la que consten las cláusulas accesorias establecidas (art. 13).

4. Consecuencia de la falta de requisitos: Como regla general el documento que carezca de alguno de los requisitos esenciales establecidos por la Ley (art. 1), no se considerará letra de cambio (art. 2).

Sin embargo, algunas menciones no son esenciales y la Ley prevé la forma de suplir su omisión. Así sucede con:

a) El vencimiento, pues si no se expresa la fecha, se considera que la letra está girada a la vista.

b) La domiciliación, que se entiende hecha en el lugar designado junto al nombre del librado (lugar de pago y domicilio de aquél).

c) Si no se indica el lugar de emisión se considerará librada en el lugar señalado junto al nombre del librador.

d) El problema planteado en general para los requisitos esenciales atañe a la validez de la letra en blanco.

La Ley Cambiaria admite, sin duda, la validez de la letra en blanco y su plena eficacia cuando sus omisiones sean completadas con posterioridad a la emisión de la misma. La letra en blanco puede circular, pero no puede presentarse en juicio. El artículo 12 prevé sólo un supuesto especial, cuando el complemento ulterior se realiza con infracción de los acuerdos previos. En este caso, sin perjuicio de los efectos que surjan entre las partes (normalmente tomador y librador), el tercero tenedor no será afectado por dicho acuerdo, a no ser que haya procedido de mala fé.

Un supuesto peculiar de alteración (discordancia) se da cuando no coinciden los importes de una letra, señalados en letra y número, o varias veces en el mismo documento. La Ley recoge la solución tradicional, haciendo prevalecer la expresión en letra y la cantidad menor, en forma sucesiva (art. 7).

IV. ENDOSO DE LA LETRA DE CAMBIO

La Letra es, por esencia, un título destinado a la circulación. Es susceptible de indefinidas transmisiones, como si se tratase de mercancías o de dinero. La letra se convierte así en medio de pago. Es el "papel moneda de los comerciantes" (Einert). Esta transmisión se opera normalmente por medio de una cláusula cambiaria denominada endoso. La letra de cambio, y con ella el crédito cambiario, se puede transmitir por medio de la reglas del Código Civil o por las especiales del Código de Comercio. El endoso es la forma típica de circulación de la letra.

Se define como aquella cláusula accesoria e inseparable de la letra, por virtud de la cual el acreedor cambiario pone a otro acreedor en su lugar dentro de la letra de cambio, sean con carácter limitado o con carácter ilimitado.

La regulación del endoso se realizó por el Código de Comercio de forma muy limitada e insuficiente, pero sus defectos se encuentran corregidos por la Ley Cambiaria y del Cheque que incorpora a nuestro ordenamiento el régimen de la Ley Uniforme de Ginebra de 1930, dedicando al endoso su Capítulo II, comprehensivo de los arts. 14 a 24.

Las novedades principales de la nueva regulación son las siguientes:

a) Regulación especial delos endosos limitados o especiales;

b) Separación clara de las tres funciones básicas que cumple el endoso;

c) Previsión de los efectos de la prohibición de esta forma de transmisión y del endoso "en blanco".

La nueva regulación corrobora la tradicional conceptuación del endoso como acto complejo, integrado por dos elementos inseparables: La forma escrita y la "traditio" del documento. La concurrencia de ambos elementos produce generalmente el efecto característico del endoso: La legitimación del endosatario para el ejercicio de sus derechos incorporado al título.

La clase de endoso determina los derechos que pueda ejercer el endosatario ya que la transmisión material de la letra puede hacerse con distintos fines. Se distingue así, entre:

1) Endoso pleno o trayecticio, que persigue la transferencia de la propiedad de la letra (y del crédito que contiene)
2) Endosos limitados, cuya finalidad es la entrega de la letra en garantía de otro crédito que ostente el endosatario contra el endosánte o bien encargar al endosatario que gestione el cobro del efecto por cuenta del endosante (endoso de apoderamiento, como impropiamente se le designa).

Obviamente la doctrina jurídica sobre este medio traslativo de la letra se ha centrado sobre el endoso pleno y ello encuentra plena justificación si se tiene en cuenta que la función de garantía que cumple ha sido causa principal del éxito de la letra de cambio (al ampliar el círculo de las obligaciones cambiarias).

1. Endosos plenos y sus efectos:

a) Concepto y caracteres: El endoso traslativo se define por Vicente y Gella como "aquél en cuya virtud el propietario de la letra de cambio (acreedor cambiario) transfiere su propiedad a favor de otra persona, con todos los derechos inherentes al documento cedido". Como acto de naturaleza cambiaria el endoso transfiere propiamente la letra como tal, como documento cambiario, a diferencia de la cesión de créditos, donde se transmite o cede el crédito mismo.

El artículo 461 del Código de Comercio refleja con claridad este instituto al señalar: "La propiedad de la letra de cambio se transferirá por endoso". La Ley Cambiaria y del Cheque no es tan explícita al establecer: "El endoso transmite todos los derechos resultantes de la letra de cambio" (art. 17).

Lo que sí contiene la Ley Cambiaria es una clara exposición de los caracteres del endoso:

— Es un acto incondicional; que deber ser puro y simple, de modo que cualquier condición a la que pretenda subordinarse se tendrá por no escrita (art. 15).

— Es un acto total e indivisible, el endoso parcial será nulo.

— Esta sujeto a formalidades características, básicamente consistentes en su escritura en la letra o en su suplemento y será firmado por el endosante (art. 16).

La transmisibilidad del endoso es una propiedad natural de la letra de cambio que no requiere la expedición de ésta a la orden. Sin embargo, puede ser suprimido por el librador o por un endosante.

El librador podra incluir la cláusula "no a la orden" u otra expresión de igual sentido; un endosante a su vez podrá prohibir ulteriores endosos (art. 14 y 18).

En tales casos la letra sólo podrá cederse en forma ordinaria (luego sin efecto de garantía de la misma) y si, a pesar de la prohibición se endosase, no podrá reclamarse su importe de quien puso aquella. Evidentemente, la exclusión del endoso, para que surta este efecto, deber hacerse constar en la misma letra (La Ley no es explícita en esta regulación, pero así lo impone el principio de seguridad del tráfico).

b) Diferencias con la cesión de crédito:

b1. Por la forma: Ya que el endoso se realiza mediante la entrega del título, no siendo necesaria la comunicación del deudor, mientras que en la cesión del crédito es necesaria la comunicación pero no la entrega, además el endoso exige forma escrita y la cesión no.

b2. Por los efectos: Ya que la regla general es que el cedente no garantiza el crédito, a tenor del art. 1529 C. Civil y 348 C. de Comercio, y en el endoso la regla general es que el endosante sí lo hace.

b3. Por el objeto: En la cesión es el crédito mientras que en el endoso es una cosa mueble, esto es, la letra.

c) Requisitos: Distinguimos los siguientes:

c1. Subjetivos: Son endosante y endosatario. Endosante de la letra puede ser el tomador de la misma, cualquiera que la hubiese adquirido mediante endoso traslativo e, incluso, el mismo librador (en letras a la propia orden o adquiridos por él ulteriormente). El endosante, al convertirse, por este hecho, en deudor cambiario, deberá tener plena capacidad cambiaria. Endosatario puede serlo cualquier persona, incluso alguno de los obligados cambiarios anteriores, aceptante, el librador o alguno de los endosantes previos (art. 14). En estos casos el endoso que completa un círculo de obligados cambiarios extingue, por confusión, las relaciones cambiarias precedentes. No ocurre así si es endosatario el librado ya que si el mismo no acepta la letra no contrae ninguna obligación cambiaria.

c2. Objetivos: El endoso tiene por objeto una letra que merezca tal consideración. Si la letra se encuentra incompleta, sólo surtirá el endoso sus efectos cambiarios cuando sea completada.

El endoso de letras cuando esta operación esté excluida, en la forma más arriba indicada, debe entenderse que surte los efectos de la cesión ordinaria prevista en el art. 24 de la Ley. Esto supone, por una parte, que sólo se transmiten los derechos que correspondían al cedente y que el cesionario tendrá derecho a que le sea entregada la letra, pero, además, que el cedente sólo responderá de la legitimidad del crédito y de la personalidad con que hizo la cesión, no de la solvencia del deudor (art. 348 C. de Comercio). Así pues, la cesión que habrá de notificarse al deudor carece del efecto garantizador del endoso. Los mismos efectos de la cesión ordinaria surten los endosos de las letras protestadas o perjudicadas (vencidas y con el plazo para levantar el protesto transcurrido, art. 23).

c3. Formales: El endoso es un acto formal en el sentido de que debe realizarse por escrito y constar en la misma letra o en su suplemento (art. 16). Sin embargo, sólo es preciso que se haga en el "dorso" de la letra cuando únicamente consista en la firma del endosante. El único

Let us solve your problems

Banco de Vizcaya speaks the language of your business.

INTERNATIONAL BANKING DIVISION

Paseo de la Castellana, 110
28046 Madrid
Tel: 4112062; Telex: 22571-42382
Swift: VIZCESMM

INTERNATIONAL BRANCH NETWORK

New York Branch
400 Park Avenue, New York 10022
Tel.: 826-1540; Telex: 66199
Swift: VIZC US 33

San Francisco Agency
650 California Street
San Francisco, California 94108-2776
Tel.: 392-2530; Telex: 67534

Miami Agency
2100 Ponce de Leon Boulevard
Coral Gables, Florida 33134
Tel.: 442-9882; Telex: 441540

Nassau Branch
c/o Roywest Trust Corp. (Bahamas) Ltd.
P.O. Box N 7788 - Nassau N.P., Bahamas

London Branch
58-60 Moorgate
London EC2R 6BN
Tel.: 920-0121; Telex: 893461/2

Paris Branch
15, Avenue Matignon, 75008 - Paris
Tel. 359 55 09; Telex: 64 14 23/5

Amsterdam Branch
Herengracht 479
1001 JC Amsterdam
Tel. 26 30 33
Telex: 13582 - 16288

Bahrain O.B.U.
Kanoo Tower (Phase III)
4th floor - Tujjard Rd.
Manama - State of Bahrain
Tels.: 25 32 61, 25 33 40
Telex: 9060 Bancay

AFFILIATE BANKS IN THE UNITED STATES

Banco Comercial de Mayagüez
Avda. Ponce de León, Esquina Calle del Parque
Santurce, Puerto Rico 00910
Tel.: 724-3717; Telex: 3654259

Banquest National Bank of Albuquerque
1418 Carlisle N.E.
Albuquerque, New Mexico 87Y110

First National Bank of Santa Fe
On the Plaza
Santa Fe, New Mexico 87501
Tel: 984-7400

First State Bank of Taos
116-120 W. Plaza
Taos, New Mexico 87571
Tel.: 758-4242

REPRESENTATIVE OFFICES AND OTHER AFFILIATES

Argentina
Avda. Corrientes, 311 - Piso 12
Buenos Aires 1043
Tels. 313-9185, 313-9207
Telex: 17739

Belgium
3, Rue Lebeau
4000 Liege
Tel. 23-79-55; Telex: 41489

Brazil
Rua do Carmo, 11 - Andar, 19
Río de Janeiro - CEP 20011 RJ
Tels. 242 70 26, 242 86 06
Telex: 2132591

Chile
Paseo de Ahumada, 254-3°
Oficina, 301
Santiago de Chile
Tel. 72 66 41; Telex: 340946

México
Avda. Juárez, 4 - 705
06050 México, D.F.
Tel. 535 00 30
Telex: 1777460

Venezuela
Avda. Francisco Miranda
Edifico Torre Europa
Oficinas 7 y 8
Caracas 1060
Tels. 951 41 05 / 6; Telex: 23532

Germany
Friedensstrasse, 11
6000 Frankfurt/Main, 1
Tel. 23 32 91; Telex: 413215

Hong-Kong
Connaught Center 2,114
Hong-Kong Central
Tel. 21 63 49; Telex: 62898

Italy
Via Alberico Albricci, 9
1° Interno D. Scala A
Milan 20122
Tel. 87 55 25, 86 76 61
Telex: 322056

Japan
Yurakucho Denki Bldg. 652
7-1, 1 Chome - Yurakucho
Chiyoda-ku - Tokyo 100
Tel. 287 07 91; Telex: 29472

Switzerland
Am Schanzengraben 23
CH - 8002 Zurich
Tel. 202 36 26; Telex: 813944

Banco de Vizcaya

Gran Via, 1 - 48001, Bilbao, Spain. Tel: 416 64 00 Telex: 32040

requisito indispensable del endoso es la firma del endosante, es decir, del tenedor legítimo de la letra, los demás elementos naturales del acto pueden ser omitidos sin que la transmisión pierda eficacia.

Es normal la designación del endosatario (páguese a la orden de ....), pero el endoso en blanco surte sus efectos y podrá el tenedor (endosatario o cesionario ulterior):

—Completar el endoso poniendo su nombre o el de otra persona.

—Endosar la letra en blanco o en favor de otro endosatario.

—Entregar la letra simplemente a un tercero, sin completar el endoso en blanco y sin endosarla (art. 17).

Por tanto, la letra endosada en blanco podrá circular como un título al portador y por ello la Ley remite a esta regulación el régimen del endoso al portador (art. 15).

Finalménte, la Ley Cambiaria, congruente con el planteamiento abstracto de la letra en su consideración como título objeto de tráfico, prescinde, en el endoso, de cualquier referencia a la causa de la transmisión, que en el régimen del Código de Comercio afloraba mediante la cláusula de valor (concepto en que el endosante se declaraba reintegrado por el endosatario, art. 462).

La fecha del endoso no es tampoco un requisito a reflejar forzosamente en la letra. Si se omite, la Ley presume que se realizó en tiempo hábil, salvo prueba en contrario (art. 23). En todo caso, el único límite temporal del endoso es el transcurso del plazo que implique el perjuicio de la letra. El endoso posterior al vencimiento es plenamente eficaz, sin especialidad alguna a pesar de la exigibilidad del crédito. Sólo impide la Ley que, en este caso, se endose por el aceptante (art. 23), porque el crédito cambiario se ha extinguido por confusión.

d) Efectos: el endoso pleno de la letra produce los tres efectos generales antes examinados:

d1. Efecto traslativo de la titularidad de la letra: "El endoso transmite todos los derechos resultantes de la letra de cambio" (art. 17).

d2. Efecto legitimador del endosatario como acreedor cambiario, deviniendo portador legítimo de la letra: "El tenedor de la letra de cambio se considerará portador legítimo de la misma cuando justifique su derecho por una serie no interrupida de endosos" (art. 19). La prueba de la legitimidad resulta fácil por la constancia en la letra de la cadena de endosos, que puede ser en blanco. Si se encuentra tachado un endoso queda sin efecto.

Problemas especiales ha planteado siempre la privación ilegal de una letra en relación con los efectos legitimadores de su tenencia. La Ley Cambiaria adopta una postura clara de protección del tráfico: Si el tenedor se encuentra legitimado por la cadena y acquirió la letra de buena fé, su posición es inatacable (art. 19), sin perjuicio de las responsabilidades derivadas del acto ilícito que recaigan sobre su autor.

d3. Efecto de garantía en favor del endosatario y de los últimos titulares: "El endosante, salvo cláusula en contrario, garantiza la aceptación y el pago frente a los tenedores posteriores" (art. 18).

El alcance de esta responsabilidad es muy amplio pues comprende todos los gastos que se ocasionen además del reembolso (art. 58) y tiene carácter solidario (art. 57), aunque, en su caso, se disponga de la acción de regreso. Además, no podrá utilizar el endosante demandado las excepciones personales que tuviera contra el librador o los tenedores anteriores, salvo que el tenedor demandante proceda de mala fé (art. 20).

El efecto de garantía no es, sin embargo, esencial al endoso ya que puede ser excluido por el endosante añadiendo una cláusula especial que lo rechace, se trata de la tradicional "Sin mi responsabilidad", en este caso el endosante sólo responderá como en los casos de una cesión ordinaria.

"La Ley Cambiaria y del Cheque modifica totalmente el panorama del derecho español ...al regular de forma detallada las formas tradicionales de endosos limitados."

2. Endosos limitados y sus efectos:

a) Planteamiento: El Código de Comercio sólo regulaba la forma plena del endoso, con sus efectos traslativos característicos, sin embargo, la práctica generalizó el empleo de endoso para cumplir fines distintos a la transferencia de la titularidad de la letra de cambio. Para ello se acudió a verdaderos negocios fiduciarios, pues empleándose la forma del endoso pleno se pretendía simplemente dar en garantía el título o apoderar al endosatario para cobrar la letra. El mismo Código admitía el endoso de apoderamiento pero sólo como un efecto anormal del endoso pleno (art. 463, cuando careciese de fecha). Se llegó así a considerar posible realizar, incluso en forma expresa, estos endosos no traslativos. La Ley Cambiaria y del Cheque modifica totalmente el panorama del derecho español en este aspecto, al regular de forma detallada las formas tradicionales de endosos limitados.

b) El endoso en garantía. Tiene por finalidad constituir en prenda, en garantía de un crédito, realizar el valor del título pignorado. Este endoso se realiza mediante la adición de la cláusula "valor en garantía", "valor en prenda" u otros similares.

Los efectos de este endoso son peculiares: Externamente el acreedor-endosatario puede ejercitar todos los derechos que derivan de la letra, sin que le sean oponibles excepciones fundadas en sus relaciones personales con el deudor-endosante, salvo si procedió de mala fé (art. 22). No puede, sin embargo, endosar libremente la letra, porque no es titular pleno de ella, sino sólo en la forma de apoderamiento. En las relaciones endosante-endosatario es donde adquiere toda su relevancia la relación de garantía, de modo que la responsabilidad del primero, deudor, no tiene naturaleza cambiaria, sino que viene determinada por la relación subyacente entre ambos.

Debe tenerse en cuenta también la posible realización de esta modalidad de endoso en forma encubierta, bajo la apariencia de un endoso pleno. Se tratará entonces de un negocio fiduciario cuyo funcionamiento y, sobre todo, la composición de los intereses de las partes, se llevará a cabo como corresponde a estos negocios anómalos (teoría del doble efecto, según el profesor Garrigues; calificación del verdadero propósito negocial, según Castro).

c) El endoso de apoderamiento: Persigue constituir una relación representativa entre endosante y endosatario, que habilite a éste para ejercitar en nombre y por cuenta del endosante los derechos derivados de la letra, excepto el de endosarla de nuevo, como no sea título también de apoderamiento.

Se consigue este efecto incorporando al endoso la mención "valor al cobro", "para cobranza", "por poder" o equivalente que impliquen un mandato. El endosatario con esta modalidad podrá ejercitar todos los derechose derivados de la letra y, aunque la Ley no lo señale, siempre lo hará por cuenta del endosante ya que la propia cláusala expresa "contemplatio domini". Por esta razón podrán invocarse frente al tenedor todas las excepciones que pudieran oponerse al endosante (art. 21). La relación entre endosante y endosatario no es cambiaria sino la propia del mandato, comisión, arrendamiento de servicios etc. que funda la entrega de la letra necesaria para el ejercicio de las acciones. Lo peculiar es que la "autorización" para el cobra de la letra se independiza de la relación básica y perdura aunque ésta se extinga por muerte del mandante o por incapacidad sobrevenida (art. 1732 y 1734 C Civil).

También debe admitirse que el endoso de apoderamiento se haga de modo encubierto, para evitar manifestar la cierta desconfianza hacia el endosatario que supone aquél. En tal caso el negocio realizado deberá calificarse de fiduciario, con todas sus consecuencias. Básicamente, el acto coincidirá con la comisión de cobranza, regulada por el C. de Comercio (art. 246), cuyos efectos deberá surtir.

d) Otros endosos especiales: La doctrina suele citar, además de las modalidades anteriores, los endosos con cláusulas "no a la orden", cláusulas "sin mi responsabilidad", y a persona que ya figura en la letra (principalmente el llamado endoso de retorno), caracterizados por excluir alguno de los efectos típicos del endoso pleno y aludidos ya anteriormente. □

Spain and the European Community: Implications for U.S. Exporters

(CONTINUED FROM PAGE 14)

accession. This could greatly enhance sales and investment opportunities for U.S. firms.

Consumer Products. Spanish manufacturers of consumer products will probably suffer in the near term. Except for shoes, leather goods and packaged/processed foods, most Spanish consumer goods are not very well regarded in Europe. European (and American) consumer products have much greater appeal in Spain than the other way around. Spanish firms will therefore have to take the time and spend the money to develop a market presence, but marketing is one skill many Spanish firms lack. For U.S. firms, the Spanish consumer market has been fairly modest, as you might expect in a country of 39 million with per capita income just one-third that of the United States, 21 percent unemployment, 8 percent inflation, numerous import quotas, and a luxury tax on many items that, until the introduction of the VAT, exceeded 50 percent.

Textiles. Spanish producers will lose both tariff and quota protection over the next six years, while being denied full access to EC markets during that period. The local market is flat. Domestic consumption was just 8.7 kilos per capita in 1983, compared to 16 kilos in the EC. Consumption in 1984 fell to 7.8 kilos per person. We see little opportunity here for U.S. firms.

Automotive Products. Most major European car manufacturers have plants in Spain, as do Ford and GM. Total output was 1.2 million units in 1984, 1.4 million in 1985. Labor rates in Spain are about half of those in Germany, equal to rates in England. 60 percent of Spain's production is exported and of this, 90 percent goes to the EC. While the Government predicts 4 percent annual growth in domestic demand through 1989, industry sources suggest consumption may decline with the short term decrease in consumer purchasing power that accession is expected to bring. Moreover, they argue that the 33 percent VAT rate is not lower than the total tax incidence, as the government claims, but rather significantly higher.

Within four years of entry, Spain must eliminate its 60 percent local content requirement, which should increase opportunities for the sale of imported components. Local producers are, however, fairly competitive, except for sheet steel for body stampings and for bumpers. The replacement parts market is strong, with 25 percent of the car park 10 years old or older. Some multinational parts manufacturers in Spain are understood to be considering expanding local production in order to service both domestic and EC automakers, as well as their replacement markets.

Banking and Insurance. Because of EC entry, Spain will be required to render national treatment to foreign banks. Foreign banks will be able to have more than the three branches to which they were previously limited, allowing them to pursue the retail banking market. Spain has retained the right for three years to reserve insurance underwriting for local firms. At the start of the fourth year, 25 percent of available insurance business will be open to foreign firms. In the fifth year, 40 percent, in the sixth year, 80 percent; and in the seventh year, the market will be fully open. □

By MIGUEL A. TORRES

Penedès: Report on the 1985 Wine Harvest

An interesting glimpse into the concerns of the wine producer, from the head of a family wine business that has grown to be one of Spain's largest and best known.

Should the 1985 viticultural year have to be defined in some way, it could be said without a doubt that it was the year of the drought—the year that, until late October, appeared to be the driest of the century.

Evidently vines can resist very difficult situations in regard to lack of water. But in 1985, in some cases, the vines had to overcome the possibilities of resistance to drought; and in superficial, gravelly soil there was clear evidence of the fading of base leaves, which acquired a deep yellow color characteristic of hydric 'stress.'

The budding

The intense cold, the snow and the freezings in January were about to hurt the vineyards seriously; the temperatures went as low as -15°C, the point at which vines may be incurably damaged.

Later on, however, the winter was generally mild. Consequently, the budding of our region's vineyards was premature. Grape varieties such as Garnacha and Cariñena, in the low Penedès, started their vegetative activity around March 20th. The Tempranillo around Vilafranca budded towards April 5th. The Xarello budded in early April as well, and the Macabeo, known in Catalan as *primerenc* ('the early comer') towards April 10th.

The Cabernet Sauvignon budded on April 25th, and the Chardonnay shortly before, around April 15th.

Finally, in the High Penedès, the coldest of the sub-regions of our area, the budding of the Parellada took place in early May. The noble foreign grape varieties like Riesling, Gewürztraminer and Muscat d'Alsace budded between April 20th and 30th.

The flowering.

Subsequent to the heavy rainfall during the month of May, the first blossoms in the vineyards of the Low Penedès became visible in early June. In the weeks that followed, flowering took place in the direction of East-West toward the higher, colder regions of the High Penedès.

This year, contrary to 1984, *coulure* (unfertilized flowers) was almost nonexistent. Fertilization took place normally and *coulure* was scarce, even in varieties as prone to that physiological accident as Merlot and Garnacha.

MIGUEL A. TORRES, the present head of the Torres family wine business, is a graduate in Chemical Sciencies, Oenology and Viticulture and the author of numerous books on viticultural themes, as well as a permanent consultant of various wine journals. He is also the president of the Unión Empresarial de las Bodegas del Penedès "UVIPE" (Business Union of Wine Producers of Penedès).

The maturing.

It rained abundantly in May, at the end of June and even in early July. As of that moment, the drought was extremely severe throughout the Catalan region. The maturing took place from mid-July to mid-August.

At the end of August, and as a consequence of the summer heat, the vineyards' soil was dry and dusty. The humidity in the soil could only be noticed at the depth of 30 cms. The superficial roots of the vines became almost totally inactive, and only the deeper roots provided nourishment to the plants. Fortunately, in Penedès the vineyards are cautiously planted in deep soil which provides good water storage capacity for the spring rains.

This winter, without equipment for irrigation all the annual crops, which are therefore of superficial radical system, have suffered a lot with the adverse climatology and have yielded low quality crops.

The health conditions of the vines.

As would correspond to a dry year, the cryptogamic diseases had barely any effect on the vines. In general, preventative treatments against mildew and two against odium were sufficient. In regard to botrytis, only certain white varieties like Parellada or Chenin Blanc had to be treated, approximately one month before harvest. Other vines like Cabernet Sauvignon, which are by nature more resistant to botrytis, developed in perfect condition and needed no treatment against that disease.

In regard to vine worms (cochilis, endemis, etc.), the efficiency of the new preventative methods which avoid the use of insecticides was confirmed in 1985. The previous application of the bacteria "bacillus thurigiensis," specifically from these vine worms, has certainly assured the non-proliferation of these fearsome insects. By avoiding the use of insecticides, the beneficial insects, called "trypholodromus," can be kept active, their mission being to fight acari such as the red spider that may be harmful. Thus the ecological viticulture is not a project for the future but—since 1975 at our vineyards—a very efficient technique of great importance in the present.

The beginning of the wine harvests

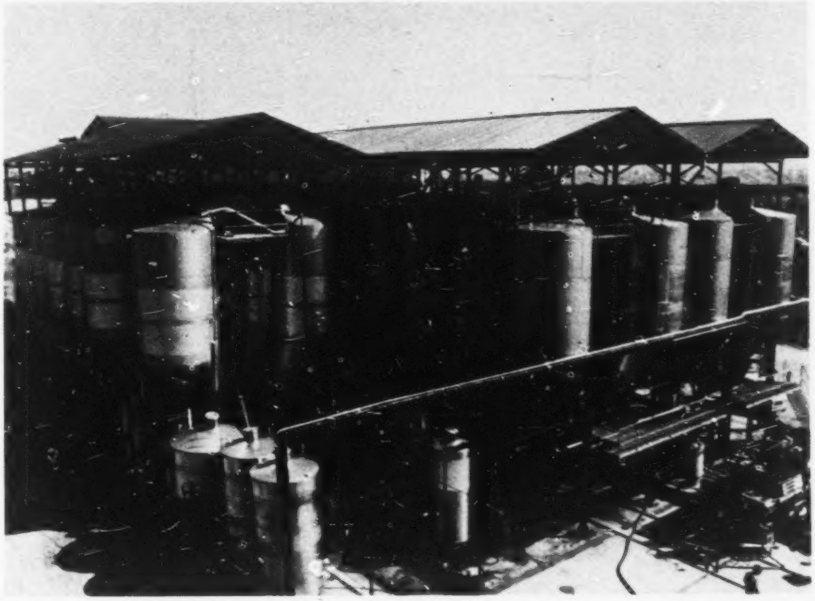
As mentioned above, the 1985 wine harvests started earlier than usual. The absence of rain during the summer and the moderately high temperatures considerably advanced the ripening process of the fruit.

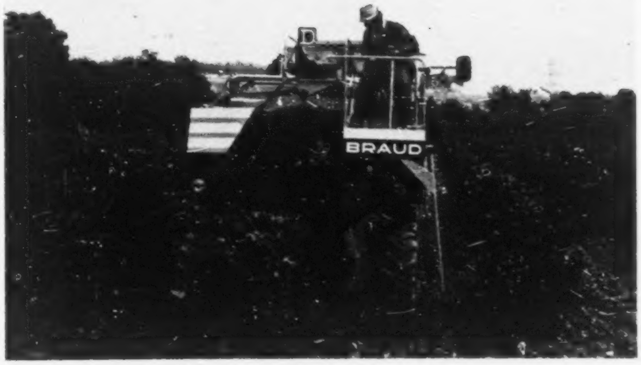
In the Low Penedès, the Muscat d'Alexandrie began its harvest in late August. In that same region, the Cariñena and the Garnacha followed in early September. The Chardonnays in the Central Penedès were also harvested during the first two weeks of September. The Pinot Noir was brought in between September 10th and 15th. The Tempranillo, as well as the varieties of Cabernet Sauvignon, Cabernet Franc and Merlot were harvested during the second half of September.

The Cabernet Sauvignon, as in 1984, was harvested mechanically in all of our vineyards. We could check once again the usefulness of that harvesting system, which provided a better quality in the entire harvest than the classical manual harvesting.

In effect, during 1985 for instance, due to the favorable climatology, it was possible to wait until the Cabernet Sauvignon grapes were at the optimal point. Then, in only one week, it was possible to harvest all the vineyards of Cabernet Sauvignon, while in former years that operation required over three weeks of work for some 60 people. Thus, the Cabernet Sauvignon musts showed, on the whole, optimal conditions of sugars, total acidity, and Ph. The average yield for the vineyards of Cabernet Sauvignon has been 6500/7000 kilograms per hectare.

Finally, in the High Penedès, harvest started in early October for Riesling, Gewürztraminer, Parellada, etc.





The temperature control of the stainless steel fermentation tanks (above) has been computerized.

Left, the mechanical harvesting system proved to provide a better quality in the entire harvest than the classical manual method.

On the whole, the 1985 harvests for white and red wines showed extraordinary health conditions. The grapes were very sound, with complete absence of botrytis. In general, there was an excellent balance of acids and sugars for red grapes; the white grapes also evidenced good balance, mainly in the varieties of Chardonnay and Riesling. Perhaps due to having been harvested a little late, the white variety Parellada showed considerably reduced doses of malic acid, and consequently we have had to moderately correct its total acidity (around 1 gram per liter as tartaric acid).

The wines of 1985

At the time of writing this report (late October 1985) almost all the wines have finished their biological process or are well advanced in the same.

As far as red wines are concerned, the alcoholic and even malolactic fermentations are practically finished. It should be pointed out that this year, for the first time, we have implanted selected bio-masses of *Leuconostoc* bacteria in all of our red wines. This has advanced the malolactic fermentations, which would otherwise have taken us well into

December, as in former years. The great many advantages derived from that practice are extremely important.

The red wines from **Tempranillo** grapes show very good varietal character and are well balanced and very smooth. Their alcohol content is around 12%, the total acidity around 3.8 grs/1 (as sulfuric acid) and the Ph 3.4.

The wines made with **Cariñena** and **Garnacha** grapes are perhaps a little more robust than those of 1984. They show good body and color and will certainly age very well. The alcohol content for Garnacha has reached in some cases 14%, and for Cariñena between 11% and 11.5%. The total acidity for both wines is around 3.7-4 grs/1 (as sulfuric acid).

The wines of **Pinot Noir** may not have developed the elegance of those of 1984 that we liked so much. However, perhaps their good structure will provide good wines for aging in the coming months.

The vineyards of **Merlot,** maybe thanks to not have been affected by *coulure,* have produced excellent results in 1985 (over 65 Hls/hectare in some cases). They show an interesting varietal character, with intense color, having an alcohol content of almost 12%.

Finally, we feel the wines from the **Cabernet Sauvignon** grapes will develop an excellent vintage year. Since the first days of their alcoholic fermentation, they evidenced a very elegant and characteristic varietal aroma, long aftertaste, as well as vegetal and fruity hints of great distinction. Their alcohol content is around 12.5% and 12.8%, the total acidity around 3.7 grs/1 and the Ph 3.4.

The white wines have already finished the alcoholic fermentation for the Chardonnay, Gewürztraminer, Riesling, Chenin Blanc and Moscatel varieties. However, the Parellada continues to be in mid-process.

At present we might forecast that the white wines of the High Penedès, though not so elegant as those of 1984, will be very good wines; in the case of the Riesling, with interesting hints from the forest and wild flowers; in the case of the Chardonnay wines, with great varietal character as well as pleasant and characteristic vegetable hints; in the case of the Gewürztraminer wines, with deep and long-lasting floral tones. The results of these varieties ranged from 5000 to 8000 kilograms per hectare.

Worth mentioning as well are the wines from **Muscat d'Alsace,** which are particularly interesting this year. They are very well balanced, with moderate alcohol content (around 10%), but with very good total acidity and attractive varietal flavor. These wines, together with those of Gewürztraminer, will make up the 1985 vintage of VIÑA ESMERALDA, which we can already foresee as a particularly good year.

Finally, the **Parellada** wines, many of them still in full process of alcoholic fermentation, show, despite the adverse climatic conditions this year, very interesting fruity and floral aromas. Possibly the great delay of the harvests in the High Penedès vineyards and the great differences between the maximum and minimum daily temperatures in that area allowed the vines to produce these delicate hints which will give our VIÑA SOL its characteristic and traditional aroma and bouquet.

THE WHITE WINES OF 1985

Variety	Alcohol content	Total acidity	Ph.
Parellada	8.9%	4.2	3.1
Chardonnay	12.1%	5.0	3.35
Riesling	10.0%	5.3	3.3
Gewürztraminer	10.4%	5.1	3.35
Moscatel	8.5%	5.3	3.2

Overall view of the wine harvest in the Penedès and in Spain

Although it is still too soon, we might anticipate that the total production in the Penedès this year will be 10% lower in comparison to 1984, but, on the whole, we expect to obtain better quality.

In reference to Spain, the wine harvest is expected to be lower than that of 1984, the estimated figure for this year being around 30 million Hls.

A final note

At our vineyards, 1985 has been a particularly interesting year, as we have started to use our new installations in Pachs del Penedès. This is true because despite the new bodega for receiving, pressing and vinification becoming active between 1982 and 1984, the old bodega from 1972

(CONTINUED ON PAGE 58)

Very soon now, there'll be a little bit of Goya in every good cook's kitchen.

Maybe they'll start with our elegant salad makers. Go on next to our beans, over to our nectars, hello rice, black bean soup. One after another, exploring the wonderful variety of tastes that say Goya—over 700 fine foods from all over the world that good cooks all over America are discovering every day. Enriching their cooking and the good people who carry our line.

GOYA
GOYA
ADOBO
ALL PURPOSE
SEASONING
CON PIMIENTA
WITH PEPPER
GOYA
NET WT. 10½ OZ
CHICK PEAS

If it's GOYA it has to be good.

Goya Foods, Inc. □ 100 Seaview Drive, Secaucus, N.J. 07094 □ (201) 348-4900 □ (212) 499-4000

SUBJECTS

- Doing Business in Spain
- General Information
- Legal Professionals: Lawyers, Notaries and Procurators
- Judicial Structure and Legal Proceedings
- Private International Law
- Sales, Leasing and Works Contracts
- Foreign Investment in Real Estate
- Zoning, Building Permits and Environmental Regulations
- Financing of Spanish Companies
- Company Law
- Accounting, Filing and Auditing Requirements
- Representation of Workers
- Mergers, Take-Overs and Joint Ventures
- Moratorium and Bankruptcy
- Anti-Trust Law
- Tourism in Spain
- Exchange Control
- Banking Institutions and Finance Companies
- Spanish Investment Abroad
- Legal Aspects of Corporate Financing
- Foreign Trade
- Oil and Gas
- Industrial and Intellectual Property Rights
- Official Chambers of Commerce and Navigation
- Insurance
- Spanish Export Credit Insurance
- Maritime Transactions
- Labour
- Social Security
- Taxation
- Business and the Autonomous Regions
- Management Consulting
- Business and Management Studies in Spain

SPANISH BUSINESS LAW

Legal, Accounting and Tax Aspects of Business in Spain

Bernardo M. Cremades (general editor)

SPANISH
Business Law
BERNARDO M. CREMADES
General Editor
KLUWER

Spain's change in political regime and the ratification of its new Constitution in 1978 have greatly affected all prior legislation, including business law. Many new laws have also been enacted which affect doing business at all levels. **Spanish Business Law** contains these new laws and modifications and includes the implications of Spain's imminent entry in the European Economic Community in 1986 on current legislation, making it of extraordinary interest to businessmen and business lawyers throughout the EEC, as well as in other parts of the world.
This book contains 32 chapters of up-to-date information on real estate and corporate investments and an exhaustive treatment of company law, labour law, patent law, exchange control legislation and bankruptcy law. The most recent tax laws and Social Security tables are also provided, and foreign trade regulations are discussed in detail. Required accounting practices are described, as are insurance law, government and sales contracting, legislation concerning financing and leasing, zoning and urban structure and private international law are outlined, as are tourism facilities offered by Spanish Chambers of Commerce and business studies in Spain. The contributors are all prominent lawyers, law professors, economists or other specialists in their fields, although the language and concepts have been kept simple. All in all, **Spanish Business Law** is an indispensable tool for lawyers, businessmen and anyone else interested in doing business in Spain.

KLUWER

Law and Taxation Publishers

Hard Cover 730 Pages
Price $146.50

To order SPANISH BUSINESS LAW send check or money order to:

Kluwer Law and Taxation Publishers
P.O. Box 358 , Accord Station
Hingham, MA 02018-0358
Credit Card Customers Call (617) 871-6600

By BERNARDO M. CREMADES

Spanish Business Law

Spain's opening up to foreign markets and participation as a consequence of its entry into the hub of international relations is an undeniable phenomenon. This phenomenon is a product of a process of political transformation that inevitably has had echoes in all spheres of Spanish life, and which succeeded a series of legislative reforms which had the result of launching our country into an active role in international commerce. Spain has progressed from a period of economic self-sufficiency to one in which continuous interdependence with other markets exists.

At first this phenomenon led those who believed that the domestic market was insufficient to seek solutions beyond our borders, by opening our doors to foreign banks and by progressively liberalizing foreign investment regulations, a process which is still in its initial stages. Spain, however, is no longer just the object of mere curiosity on the part of foreign businessmen, but has truly focused the attention and interest of economic concerns.

As a consequence of this development, the authors of *Spanish Business Law*, eager to take advantage of such a singular opportunity, made their fundamental objective that of paving the way for Spanish businessmen, who play an important part in the future of our society, to enter into foreign commercial relations. Such an objective is dependent to a large extent on the political stability and social wellbeing of Spain, which can contribute to the end of the economic crisis and to Spain's ultimate incorporation into the list of progressive nations.

Persons from diverse backgrounds have been called upon to contribute to this book in order to draw upon their experience. The final result is a blend of multiple ideas—theoretical and practical, legal and economic—which in other circumstances would have been difficult to achieve. In addition to prestigious lawyers, university professors, businessmen, persons in the service of public administration, auditors, etc., were asked to participate on the basis of their close association with an interest in the phenomena analyzed.

Thanks to all of them, the book became a practical guide for use both by the foreigner who decides to do business in Spain and by his Spanish counterpart, and ultimately by those persons who have the important mission of advising both sides.

Keeping the above objective in mind, this book has been written in English, given the predominance of this language in international commerce.

The book commences with a prologue which advises the reader of the peculiarities of the Spanish legal system which could catch off guard some persons who are not familiar with the system. This is especially true of Anglo-Saxon readers, due to the inherent dissimilarities between their legal system and the Continental systems. Under the invaluable supervision and coordination of Miguel Angel Roncalés, there then follows a series of articles which attempt to embrace all phases of the business relationship, from beginning to end. The book culminates in an examination of the normal results achieved by the parties, as well as of the feared and all too frequent crises which lead to arbitral or judicial intervention in the relationship.

This volume seeks to be a synthesis of all those aspects to be found in a business relationship and which deal with commercial, fiscal, financial, labor, monetary, administrative and economic questions. Furthermore, the text attempts to treat the legal and financial elements similarly in view of the many sectors which are involved, and in this way it preserves its global vision, which could be lost if reference were made to a

BERNARDO M. CREMADES was born in Zaragoza, Spain, in 1943. He has a doctorate in Spanish Law with special honors from the University of Seville and a doctorate in German Law from the University of Cologne, Germany. He is President of the Spanish Court of Arbitration, a member of the Academic Council of the International Institute of Business Law and Practice, and a member of the International Council for Commercial Arbitration.

Mr. Cremades is a practicing attorney with offices in Madrid, Paris and Brussels, and is legal advisor to numerous North American companies established in Spain.

SPANISH BUSINESS LAW

(CONTINUED FROM PAGE 57)

multitude of legal instruments.

It is true that many of the legal instruments referred to in the book will have to be modified due to the entrance of Spain into the European Common Market. Many will remain in force, however, during the transition periods, and moreover they will continue to be applicable outside the sphere of Common Market relationships. Indeed, knowledge of such legal instruments is indispensable to the comprehension of the Spanish economy, its structure, and the base on which it is founded—and therefore to the understanding of its future development.

The book is complemented and enriched by an analysis of factors which are not strictly legal or economic in nature but which are of great practical interest. As detailed as possible a description is provided of the official institutions with which ones comes into contact almost daily. Also mentioned are the consulting services which are now widely offered and which place the most modern managerial techniques in reach of even modest companies. To finalize the text there is a section on the academic possibilities open to anyone interested in delving deeper into the area of business management, which contains reference to the most prestigious centers in our country offering classes in the field.

In conclusion, if the participation of Spain in international commerce is both desired and undeniable, the fundamental aim of books such as *Spanish Business Law* is to facilitate the task of all those persons who will contribute to the transformation of these objectives into tangible realities. ☐

DANZAS S.A.E. TRANSPORTES INTERNACIONALES

Who to contact? Why not save time/money? What advantages?

HEAD OFFICE
28016 MADRID
Concha Espina, 65
Tel: 457 52 50
Telex: 27464

08003 BARCELONA
Via Layetana, 57
Tels: 301 10 32-301 50 16
Telex 54692

MADRID
Avda. de Fuentemar, 37
Tels. 673 40 14
Telex: 43773

48900 BILBAO
Alameda de Mazarredo, 39
Tels: 423 23 60 - 23 18 90
Telex: 32508

03003 ALICANTE
Orense 9, Entreplanta
Tels: 12 16 56 - 12 18 56
Telex: 66233

46011 VALENCIA
Dr. J. J. Domine 15
Tels: 367 64 00-367 64 04
Telex: 61452

Regular Consolidated Service (LCL)
Full Container Service • Door-to-Door • Projects
Air Consolidation Express

For more information, contact our representative in New York:

DANZAS COMMERCIAL DELEGATION, INC.
17 Battery Place N., New York City • Telephone (212) 943-0230

PENEDES: REPORT ON THE 1985 WINE HARVEST

(CONTINUED FROM PAGE 54)

remained in operation during these three long years for a number of reasons. Having to tend to the processes at two different points certainly meant a lot of hard-to-solve problems. The unification of the operations in 1985 has brought considerable relief to our technicians, and at the same time greater perfection over the entire production process. The weighing and receiving of grapes have been computerized, as has the temperature control of the stainless steel tanks during the alcoholic fermentation.

For the first time in our region, the harvest reception has also been improved by the addition of determining the degree of *botrytis* in the harvests by the colorimetric method (coloring with syringaldazine) to the classic analystical controls (sugars, total acidity, and Ph).

Better freezing equipment, new wine presses and perfect coordination in the new installations have allowed us to obtain the best possible results from harvests which are, by themselves, of great quality and excellent health condition. ☐

ESTABLISHING A BUSINESS IN SPAIN. If you are looking for somewhere to establish business and someone to help you with financial matters, and are concerned about qualified labor, there are very few opportunities like TERRASSA (Barcelona, Spain). In Terrassa, optimum conditions can be found for an aggressive entrepreneur to face the future with success. In addition to advantageous economic conditions, Terrassa has a long tradition of hardworking people well prepared to accept the challenge of the future, which for us is integrtion into the European Economic Community. If you come Terrassa you will find all kinds of assistance, be surrounded by key people, channeled by the Promotion Board and by PROINTESA, a company constituted with private and public capital and dedicated to Terrassa's promotion and development. They will assist you, whether your business is high technology or not. For information contact:
PROINTESA; Rambla d'Egara, 313, entsol; Terrassa (Barcelona); Tel.: (93) 780 15 15.

Prepared by J. & A. GARRIGUES, New York Office

Current Legislation in Spain

A SUMMARY OF IMPORTANT SPANISH LEGISLATION
PUBLISHED BETWEEN OCTOBER 31, 1985 AND JANUARY 3, 1986

FISCAL

1. Ministry of Economy and Finance. Royal Decree 2027/85 of Oct. 23, 1985 developing Law on the Fiscal Regime of certain Financial Assets. (OSG Oct. 31, 1985).

The main part of this Royal Decree is devoted to the assets with implicit income. These assets are incorporated into a procedure of mercantile transferability that assures the identification and the amount of income obtained by the investments made. Finally, two of the most important aspects developed by this Royal Decree are the regulation of the reporting obligation and the rentability of retentions made.

2. Ministry of Economy and Finance. Royal Decree 2028/85 of Oct. 30, 1985 approving the Regulations on the Valued Added Tax (VAT) created by Law 30/85 of Aug. 2, 1985. OSG Oct. 31, 1985).

3. Ministry of Economy and Finance. Order of Oct. 4, 1985 on the appraisal of goods in the mortgage market. (OSG Nov. 12, 1985).

This order must be applied to appraise all types of one-family houses being constructed, placed over one plot, or for only one apartment placed in a building being constructed. Under this order, all garages, garrets and any other attachments to the apartments are included. These rules can not be used to appraise two or more apartments in the same building simultaneously. In this case the rules for the appraisal of buildings under construction should be utilized.

4. Ministry of Economy and Finance. Resolution of Nov. 15, 1985 giving instructions for the accounting of the Value Added Tax (VAT) and establishing the accounts and codes of the General Accounting Plan that should be utilized by companies thereof. (OSG Dec. 9, 1985).

The accounting of the VAT should be developed with maximum precision in order to present accounting information without fiscal interference. For the understanding of the VAT's accounting, it is important to distinguish between the supported part of the VAT that is deductible and the one that is not.

These rules do not refer to special regimes because the accounting scheme included is perfectly applicable to those regimes and in other cases the simplification of the legal text makes them unnecessary.

5. Presidency of the Government. Law 45/85 of Dec. 23, 1985 on Special Taxes (OSG Dec. 24, 1985).

The restructuring of taxes brought about by Spain joining the European Common Market makes it necessary that the indirect taxation be limited to two basic types: Tax on Added Value (VAT) as the general tax on the use of goods and on the rendering of services; and special taxes, known as "*accisas*" in the European Common Market, that additionally tax the use of certain goods.

The law encompasses the following taxable figures:

—The tax on alcohol and alcoholic beverages
—The tax on beer
—The tax on hydrocarbons
—The tax on tobacco products

Those special taxes are levied in Peninsula and Balearic Provinces. In the Canary Islands only alcohol and beer taxes are applicable.

6. Ministry of Economy and Finance. Royal Decree 2442/85 of Dec. 27, 1985 approving the Regulations to the Special Taxes created by Law 45/85 of Dec. 23, 1985 (OST Dec. 31, 1985).

GENERAL

1. Office of the Head of State. Law 36/85 of Nov. 6, 1985 regulating the relations between the ombudsman (Defensor del Pueblo) and similar institutions of the Autonomous Communities. (OSG Nov. 12, 1985).

2. Office of the Head of State. Law 43/85 of Dec. 19, 1985 eliminating the requirement of legalization of Notaries' signatures. (OSG Dec. 21, 1985).

The notarial documents now have a nationwide validity. The need to legalize the signature of Public Notaries when a document is to have effects outside the territorial limits of the Notarial District to which the Notary belongs, has been eliminated.

3. Presidency of the Government. Law 46/85 of Dec. 27, 1985 on Government General Budget for 1986.

The 1986 Government General Budget encompasses the problem of reducing the public deficit as the indispensable mechanism to solve the economic crisis.

The 1986 budget takes into account, for the first time, the problems of the Spanish incorporation into the European Common Market. These problems are basically related to the Spanish contribution to the common budget and the joint actions that Spain and the European Communities should undertake.

4. Treaty of Accession to the European Community. On January 1, 1986 the Official State Gazette published the ratification of the Treaty, made in Lisbon and Madrid on June 12, 1985 for the accession of the Spanish Kingdom and the Republic of Portugal to the European Community. The Accession Instruments to the Treaty of the European Coal and Steel Community, signed in Paris on April 18, 1951, were also published.

The legal problems of the accession of Spain to the European Common Market were studied in Bulletin No. 741. (November-December 1985).

LABOR

1. Ministry of Labor and Social Security. Royal Decree 2347/85 of Dec. 4, 1985 developing Art. 57 of the Workers Statutes on Employer Violations. (OSG Dec. 18, 1985).

The present Royal Decree defines the concept of such violations as the non-compliance with legal and regulatory dispositions, as well as of negotiated collective agreements insofar as its regulatory nature and general effectiveness are concerned. It also fixes the penalties to be imposed as a result of the violations.

COMMERCIAL

1. Ministry of Economy and Finance. Order of Dec. 16, 1985 on temporary use of existing stamped forms for the issuance of bills of exchange. (OSG Dec. 21, 1985).

Starting January 1, 1986 the bills of exchange will continue to be issued using the existing form until a new one is approved.

When is bill of exchange is not issued "to the order of," an appropriate statement should immediately follow. This statement should read "the clause 'to the order of' is voided" and should indicate the name of the person to whom payment is to be made.

ECONOMIC

1. Office of the Chief of State. Law 50 of Dec. 23, 1985 on Regional Incentives for the Correction of Interterritorial Economic Imbalances. (OSG Jan. 3, 1986).

The diversity of laws regulating regional incentives made it difficult to attain their purposes. This law constitutes an effort of simplification and rationalization.

Furthermore, the institutional changes resulting from the new territorial configuration of Spain and from its entrance into the European Common Market made it advisable to create a framework of collaboration with the Autonomous Communities and to adapt the regional incentives to the existing criteria of the European Commission.

Article 1 defines the regional incentives, establishes the manner of determining the activities to be promoted and creates a unified mechanism for the granting of the incentives, which is supplemented by the coordination and control functions which Article 4 confers upon the Governing Council (Consejo Rector).

Article 2 specifies the types of zones which are to be promoted and the manner of demarcating them, and introduces a hierarchy among them.

The regional incentives that can be granted are contemplated in Article 3, which also stipulates the establishing of a maximum amount of aid for all purposes depending on the intensity of the problems of each eligible zone.

The Law gives special importance to jurisdictional and organic aspects. For these purposes, the Governing Council is the organ for coordination and interaction of the various Departments of the Administration of the State and of the Autonomous Communities affected.

The text of the Law is supplemented by the inclusion of three basic principles: budget concatenation, State inspection and supervision, and loss of benefits for failure to comply with the conditions required.

STREAMLINING LITIGATION

(CONTINUED FROM PAGE 37)

amount of controversy, this limitation does not extend to a losing party who has litigated with "temerity."

Foreign Currency Debts. Putting to rest another long-standing uncertainty, Article 1435(2) of the LEC was amended to state that—if otherwise properly documented—denominating debts in foreign currency will not preclude a creditor from collecting the full amount through a *juicio ejecutivo* proceeding. This summary proceeding, generally commenced on the basis of a notarized agreement or other document *(titulo ejecutivo)* meeting certain requirements, often provides the only leverage to foreign investors unwilling to commence a long court battle in Spain. In view of a prior judicial judgment holding that foreign currency debts had to be converted into pesetas on the date the litigation was commenced, the amended version of Article 1435(2) dispels the uncertainty among foreign investors and bankers in Spain concerning the *juicio ejecutivo* procedure.

••••

The effect of the changes to the LEC introduced last year in Spain, only a few of which can be highlighted here, cannot yet be ascertained. Obviously, much will depend on their interpretation by the Spanish courts. On their face, however, the amendments to the LEC herald a more streamlined litigation process less prone to abuse by recalcitrant debtors.

SHOPPING IN VALENCIA

(CONTINUED FROM PAGE 41)

and percussion instruments made in Spain; the craftsmanship is superb.

Furniture made in Spain is enjoying a resounding success, especially at the furniture fair in High Point, North Carolina. Many of the firms come from the Valencia Community area, as do those which make the dazzling, shimmering chandeliers.

The entire town of **Olleria** makes glassware, which is exported worldwide and is making significant inroads into the U.S.A. marketplace.

All in all, the products of the Valencian Community contribute substantially to the quality of life in Spain. And there is enough food such as citrus fruits, oils and vegetables produced in the rich soil to feed most of Europe.

Shopping in the Valencian Community presents endless opportunities. Why not find out for yourself?

The 1986 Spain-U.S. Trade and Membership Directory is here!

1986

TRADE
AND
MEMBERSHIP
DIRECTORY

SPAIN-US
CHAMBER
OF
COMMERCE

Contents

The Challenge to Our Chamber— by Joseph Sanchez, President 5
Reaching Spain's Potential in the U.S. Market—
by Guillermo de la Dehesa, Secretary General of Commerce of Spain 7
A letter from Malcolm Baldridge, U.S. Secretary of Commerce 11
Signos positivos de reactivación económica—
by Ambassador Manuel Sassot, Consul General of Spain in New York 13
About the Chamber 14
Spain in Profile 20
Trends in U.S. Trade with Spain—
by Randall Miller, Spain Desk, United States Department of Commerce ... 25
Member Companies in the U.S., Listed Alphabetically 27
Member Companies in Spain, Listed Alphabetically 45
Member Companies in the U.S., Classified by Product or Service 65
Member Companies in Spain, Classified by Product or Service 71
Trade and Marketing in Spain: General Information on Distribution and
Sales Channels, Trade Regulations, Shipping Documents, Advertising,
Transportation, Communications, Credit, Foreign Investment, Forms
of Business Organization, Taxation, etc.—U.S. Departmentof Commerce 75
Trade Between Spain and the United States, 1980-1984
—by Maria Schaer, Commercial Office of Spain in New York 102
Las homologaciones de productos industriales y de consumo
en EE.UU.—by Susana Aikin, Spain-U.S. Chamber of Commerce........107
Subsidiaries and Affiliates of U.S. Firms in Spain 113
Useful Addresses in the United States 131
Useful Addresses in Spain (including Spanish and Foreign Banks,
Major Trade Associations) 133
International Trade Fairs in Spain, 1986 Schedule—
prepared by Luisa Pujol, Spain-U.S. Chamber of Commerce 140
Shipping Lines Serving Spain from U.S. Ports 142
1986 Calendar of Events in Spain—Festivals, Performances,
Sports Events—National Tourist Office of Spain 144
Index of Advertisers 148

An indispensable tool for everyone who has an interest in trade between Spain and the United States.

For your copy, write or telephone the Chamber at 350 Fifth Avenue, New York, NY 10118 — telephone (212) 967-2170. Price: US$35.00.

BUSINESS OPPORTUNITIES
Spanish Products Offered

Leather skins:
Pedro Goiriena San-Nicolas
Arana, 6
Baracaldo (Vizcaya)

Hardware, furniture, vehicle accessories:
Blohan, S.A.
Duque de Sevilla, 2
28002 Madrid
Attn: J. Oliveira

Leather goods:
Design-Giben
Avda. Paralel, 122 bis Entlo. 4
08015 Barcelona

Paprika, dehydrated products:
Murcia Capsicum, S.A.
Avenida del Este, s/n
P.O. Box 67
Espinardo, Murcia
Attn: Antonio Bautista Gallego

Fish nets, ropes, strings:
Redesmar, S.A.
Camino La Serrana, s/n
Callosa de Segura (Alicante)

Swordfish:
Banco de Crédito e Inversiones
c/ Linares Rivas, 6-7
La Coruña
Attn: Sr. Agustín Nuñez Corral

Farmers machinery:
Cecrops, S.A.
Talleres, 3, Nave 2b
Santa Perpetua de Mogoda
(Barcelona)
Attn: Sr. Alfredo Borell

Soft drinks, fruit juices, essential oils & fragrances:
Citricos y Refrescantes, S.A.
Avda. Diagonal, 468, 4 planta
08006 Barcelona

Children's clothing:
Priscila USA
250 West 57 St.
Suite 1527
New York, NY 10107
Tel.: (718) 776-6614

Gifts, silver, crystal, ceramics:
Amistad Int., S.A.
Avda. de la Constitución, 112
1° planta
Torrejón de Ardoz (Madrid)
Attn: Mayte Marqués

Abrasive products:
Aluminas y Minerales, S.A.
c/ Pinzón 2-4
08003 Barcelona

Wigs:
Hipolito Jarillo Resino
c/ Alondra, 52
28025 Madrid
Attn: Sr.D.Hipolito Resino

Marble, canned food, infants wear, leather goods:
c/ Ayala, 85
28006 Madrid
Attn: Francisco López Acosta

Shoes:
Torner Bosch, S.A.
c/ Aragón, 208-210, 4, 1
P.O.Box 36078
08011 Barcelona

Shoes:
Dellos
c/Antonio Sansano Franco, 23
Apartado 322
Elche (Alicante)

Sheets:
Ricafi
Peru, 132
Alcoy (Alicante)

Canned foods:
Industrias Alimenticias de
Navarra S. Coop.
Apartado 3
Villafranca (Navarra)
Attn: Sr.D. René Diaz Beraza

Company incentive programs, travel Spain and Europe:
Petrabax USA
97-45 Queens Blvd., Suite 505
Rego Park, NY 11374
Tel.: in NY, (718) 897-7272
Outside NY (800) 367-6611

Spanish Firms Seeking or Offering Representation

ANTI-POLLUTION DEVICES for automobiles, chemicals for anti-nicotine filters, silica sharpening and polishing stones for glass and metal: Spanish corporation seeks representative in the U.S. market. Contact: EDUARDO PEREZ DEL MOLINO; Calvo Sotelo, 8 - 4° Isq.; Santander; Tel.: (420) 210 602.

COMMERCIAL OIL PAINTINGS: Graphic arts firm in Spain seeks representative in the U.S. Contact: CEGEX; Gran de Sant Andreu, 121; 08030 Barcelona; Tel. (3) 345 9907; Telex: 59122.

GRAPHIC ARTS AND PRINTING COMPANY interested in introducing their products in the U.S. market seeks representative. Contact: GRAFICAS FUTURA; Poligono Industrial Cobo Calleja; Villafranca del Bierzo, 21-23; Fuenlabrada (Madrid); Tel. (1) 690 6363.

CERAMIC ARTICLES: Spanish firm seeks representative and distributor in the U.S.: MASSTER-LINE; Polígono Ind. Camino de Cubas, Nave 2C; Torrejón de la Calzada (Madrid); Tel. 816 04 20; Telex: 43229 - 23261 COIM-E-AT-code 980.

Spanish Firms Seeking or Offering Representation

DRAPERY HARDWARE, high quality solid brass (heavy gauge): ZUARIS S.A. (Bilbao, Spain) would like to contact potential U.S. distributors. Contact: ZUARIS, S.A.; Santa Clara, 4; 48006 Bilbao; Tel. (94) 411 7411; Telex 32182 ZUARIS. — OR ZUARIS, S.A.; Cristina Warfield; 9 Park Place; Darien, CT 06820; Tel. (203) 656-0491.

SPANISH COMPANY with 10 years experience in the Spanish market seeks contacts with U.S. manufacturers interested in exporting the following products to Spain: **Toys of all kinds; Christmas articles and carnival items; Unassembled small and miniature ships and airplanes, to be assembled; Electronic items and novelties of all kinds; Articles for HI-FI and Video, connectors, cables and accessories; Accessories for cars, motorcycles and outboard motorboats (not spare parts); Electronic apparatus of all kinds; Fine jewelry; Musical instruments.** Contact: HOBBY ELECTRONICS; Plaza del Patriotismo; Centro Comercial Hollywood, Local 11 - bajo; 38002 Santa Cruz de Tenerife; Attention: Diego Francisco Deniz Marti.

SPANISH CONSULTANT offers services to firm interested in: • Establishment and structural reorganization of corporations. • Strategic planning. • Marketing strategy. • Analysis of business networks. • Research on financial investment projects. • Merger and acquisition of enterprises. Contact: BERNAT & ASOCIADOS, Consultores; Alcalá, [illegible]; 28014 Madrid; Tel.: (1) 222 5196; Attention: Juan José Bernat.

METAL MILLING MACHINERY: Spanish exporter seeks U.S. representative and distributor in the U.S. Contact: GIBEN; Avda. Paralel, 122 Bis.; 08015 Barcelona.

OLIVES, TOILETRIES, TOYS, KITCHENWARE, HOME TEXTILES: Spanish trading firm seeks representative and distributor in the U.S. Contact: TRADINGSUR; Pintor El Greco, 40; Torre la Higuera (Huelva); Tel.: (55) 430 153; Attn: Alvaro Herrera Davila.

SHOES AND FOOTWEAR: Spanish manufacturer and exporter is interested in contacting importers, wholesalers and representatives in the U.S. market. Contact: ALBERO & AVILES, S.A.; P.O.Box 396; 30001 Murcia. Tel.: (68) 217 781; Telex: 67254 ALPN E.

CARDBOARD AND PLASTIC CONES OR CYLINDERS: Commercial agent connected with the textile industry is interested in representation or purchase of cardboard and plastic cones or cylinders. Would also purchase batches or remnants from the textile industry. References available. Contact: JUAN RIFA PARES; Cataluña, 12; Santa Eugenia de Berga; Vic (Barcelona).

GESTIPYME, S.A., market consulting firm for small and medium sized enterprises, offers consulting service to American firms interested in establishing branches or setting up new companies in Spain. Contact: GESTIPYME; General Gallegos, 1 - 2dcha; 28036 Madrid. Tel.: (1) 458 7158.

COMMERCIAL AGENT with extensive experience in the Spanish market offers services to American companies interested in exporting their products to Spain or importing products from Spain into the U.S. Contact: FRANCISCO HIDALGO DE LA LOSA; Albufera, 4; El Vedat; Torrente (Valencia); Tel.: (6) 155 6661.

FOOTWEAR: Spanish manufacturer interested in contacting importers and distributors in the U.S. market. Contact: TORNER BOSCH, S.A.; c. Aragón, 208-210, 4 - 1; P.O.Box 36078; 08011 Barcelona. Tel.: (3) 254 9501; Telex: 97079 JTB E. Attn: A. Blabia.

CONSULTANT SERVICES offered for U.S. firms interested in establishing commercial contacts in the area of Cádiz, Spain, as well as commercial relations with the EEC. Contact: MANUEL CRUZ VELEZ; Urbanización Bahia Blanca, 16; Puerto de Santa María (Cádiz).

MEN'S SUITS AND JACKETS: Spanish manufacturer seeks representatives in Chicago, Los Angeles and New York. Catalogues send on request. Contact: FUENTECAPALA, S.A.; Castrojeriz, 8; 28025 Madrid.

OPORTUNIDADES COMERCIALES
Productos españoles solicitados

Madera:
Mr. James W. Adams
Totem Forest Products, Inc.
7128 Holms Island Road, S.E.
Olympia, Washington 98503

Cinturones y articulos de piel:
Mr. Leonard Tannenbaum
Import-Export
2 Longview Avenue
Valley Stream, NY 11581

Cinturones y articulos de piel:
Mr. Joel Kupferman
Worth Leather Co., Inc.
151 Allen Blvd.
Farmingdale, NY 11735

Articulos de regalo, gomas elasticas, flores artificiales, articulos de piel y ropa:
Mr. Komson Vanichkorn
5301 W. Melrose, C
Chicago, IL 60641

Cristaleria:
Mr. Patrice Gourdin
6 Avalon Place
Malverne, NY 11565

Sillas:
Mrs. Gladys Perez Wilson
40 E. 78 Street
New York, NY 10220

Gorros de baño:
Mr. William S. Dunn
Couples Resorts nc.
1030 Parkwatch Drive
Manchester, Missouri 63011

Articulos de piel:
Mr. Victor Quevedo
Nat Sherman
711 Fifth Avenue
New York, NY 10022

Bisuteria, articulos de regalo, juguetes y productos de piel:
Ms. Edith Ikil Miller
5538 So. 700 W.
Murray, UT 84107

Joyeria de oro 14K:
Ms. Debbie Klein
Rubinstein Jewelry Mfg. Co., Inc.
580 Fifth Avenue
New York, NY 10036

Articulos de regalo y objetos de cristal:
Global Imports
1211 Oklahoma Place
Claremore, Oklahoma 74017

Articulos de regalo:
Mr. Charles E. Meacham
American Internat'l Imports
1840 Southside Blvd., Suite 2B
Jacksonville, FL 32216

Utensilios para cocina:
Mr. John G. Knowles Jr.
Woodstock
18 Tremont Street
Boston, MA 02108

Sábanas para cunas:
Mrs. Catherine McElroy
1301 Garden Lane
Reading, PA 19622

Ropa de hombre y mujer:
Mr. David Yadegar
Inspired, Inc.
6348 108th Street
Forest Hills, NY 11375

Bombones y chocolates:
Dr. Chris Gable
1155 Park Avenue
New York, NY 10128

Emblemas e insignias:
Mr. Stanley Navid
Norcon Imports
6 Madison
Kearney, NJ 07032

Pañuelos y bufandas:
Mr. Jack Vann
Mann and Bros. Inc.
20 West 37 Street
New York, NY 10018

Copas de plata para vino:
Royal Silver International
45-20 18th Avenue
Brooklyn, NY 11204
Attn: Mr. Davies
Tel.: (718) 871-1404
Tlx: 238667 RAPIDV RSI.

Sistemas de seguridad:
Mr. Walter Gries
Securtec Star Electronics, Inc.
14425 N. 79 Street
Scottsdale, AZ 85260

U.S. Firms Seeking or Offering Representation

PROFESIONAL AMERICANO con experiencia en relaciones públicas y producción de spots publicitarios y material audiovisual ofrece sus servicios a empresa española en las ramas de seguros, banca, venta de mercancias al por mayor, alta tecnologia o servicios públicos. Empresas interesadas ponerse en contacto con: JONATHAN NEWMAN & ASSOCIATES; 27 Milford St.; Boston, MA 02118; tel.: (617) 542-2900; Attention: Jonathan Newman.

MUEBLES ESPAÑOLES: Agente comercial americano interesado en la representación de muebles españoles desearia recibir información y catalogos de empresas fabricantes de muebles interesadas en exportar a USA. Contactar: Y. REZNIKOV; 7149 Greenleaf; Miles, IL 60648.

ESTERILIZADORES PARA MATERIAL MEDICO: Fabricante americano busca representante exclusivo en España para su producto. La empresa debera contar con un minimo de diez años de experiencia en el área de equipo médico. Contactar: XYZ INC.; 1320 Fairhaven Way; Kent, Washington 98031; Telex: 123321; Attention: Robert Brown.

EMPRESA AMERICANA-ESPAÑOLA ofrece servicios de apoyo a la gestión comercial de empresas españolas con interes en apertura o expansión comercial en Estados Unidos. LINK SERVICES CORPORATION, 250 West 57th Street, New York, NY 10107; Tel. (212) 307-7777.

IMPORT-EXPORT: Compañia americana desea establecer relaciones comerciales con compañias de import-export in España. Contactar: Sr. Mathews; HAWK PRIDE MOUNTAIN COMPANIES; 904 Edgewood Drive; Sheffield, Alabama 35660, USA.

AGENCIA INMOBILIARIA ubicada en Castries, St. Lucia, West Indies, tiene a la venta **25 acres de costa frenta al oceano en Marigot Bay.** Precio de $2.50 U.S. pie cuadrado. Contactar: MARAJ BROS. AGENCIES; P.O. Box 319; 4 Bridge St.; Castries, St. Lucia; West Indies; tel.: 22640.

AMERICAN COMPANY EXPANDING TO SPAIN. A very successful American company is expanding to Spain in June. It is a ground floor opportunity for you. Also, it is a chance to be involved with a company that is growing very rapidly around the world. It involves American products made in the United States in the areas of home care maintenance, personal toiletries and colognes, and high fashion cosmetics. All products are attractively packaged and priced. We are seeking people to form a network of distribution throughout Spain. We want you to help establish a network for product marketing and distribution. Our headquarters will be in Barcelona, but we can ship anywhere in Spain. For further information and to apply, please write: I.D.A. INTERNATIONAL; 7 Cranford Drive; New City, NY 10956, USA. Provide us with your name, address, telephone number, your profession or job, and your fluency in English. We will contact you soon and give more details. Come join our growing international network.

COMPAÑIA AMERICANA ofrece sus servicios para representar compañia española. Contactar: BURKHARD FRANKE, INC.; 143 Border Court; Post Office Box 594; Denver, North Carolina 28037; Tel.: (704) 483-2097; Telex: 556376.

Spanish Firms Seeking or Offering Representation

(CONTINUED FROM OPPOSITE PAGE)

FLOOR COVERINGS, PAINTS AND ADHESIVES: Premier Spanish company at national level, with market in the Middle East, Africa and America and a powerful commercial network, seeks to establish relations with a U.S. firm interested in manufacturing a product in Spain and marketing that product through the company's commercial network. Such product cannot be competitive with the company's own products. The manufacturer is ideally located in Madrid and possesses the necessary resourcesto expand its operations. To be considered, proposals should itemize and describe the product or products in question and the firm's requirements for participation. Proposals should be submitted to: OTRESA, S.A.; P.O. Box 100; Alcorcón (Madrid); Attention: Hermogenes Muñiz Tabares.

HATS, TOP QUALITY AND DESIGN FOR WOMEN AND CHILDREN: Leading Spanish manufacturer/exporter is looking for a serious professional company well introduced in chain stores, for representation or distribution. Contact: Jaime Monfort or Tatiana Briones, President; INDUSTRIAS MONFORT, S.A.; Avda. A. Villalonga, 52; Pedreguer (Alicante); Telephone: 76-0350; Telex: 66371 ERSI-E.

SPANISH COMPANY LOCATED IN THE BASQUE COUNTRY offers services as commercial agent to American companies interested in marketing their products in Spain or in importing Spanish goods in the area of consumer products, foodstuffs, naval and industrial supplies. Contact: COMPAÑIA MARITIMA DEL NERVION; Bailen, 1-2°; Bilbao 3.

La Cámara recuerda a Tierno

Por ANTONIO CAMUÑAS

La noticia de la muerte del Alcalde de Madrid, Don Enrique Tierno Galván, reaviva sin esfuerzo el recuerdo aún fresco de la visita que Don Enrique realizó a la Spain-U.S. Chamber of Commerce, en el que habia de ser su último viaje a Nueva York. Ya entonces conociamos la gravedad de la enfermedad que se lo llevaria poco después de honrarnos con su presencia.

Celebrabamos entonces el seminario sobre el impacto de la integración de España en la Comunidad que tanto exito y tan buena acogida tuvo, y no esperabamos, en principio, su visita. Por otro lado, las ya mermadas fuerzas del Alcalde no aconsejaban presionar para incluirle en el acto que ya de por si tenia un horario apretado.

Pero el Alcalde, al enterarse de la celebración del seminario, insistió en acudir, subrayando así su importancia.

A su llegada, fue saludado por todos los oradores y recibido con una cariñosa ovación por los asistentes. El, por su parte, dirigió a la audiencia un breve discurso en el que recordaba que los Reyes Católicos, con la unión de sus reinos, crearon el mercado común en España, y terminaba recalcando la importancia del comercio internacional porque, en sus propias palabras, "trabajar por el comercio, es trabajar por la paz."

Tierno llegó a ser un alcalde carismático en Madrid, de la misma manera en que lo es el Alcalde Koch en Nueva York, y el hermanamiento entre estas dos ciudades, tenia dos sólidos pilares en las figuras de sus ediles que se propiciaban mutua admiración y simpatia.

Tierno llegó a ser conocido y querido aquí, en la ciudad de Nueva York, donde se ha sentido de manera sincera su perdida.

Don Enrique Tierno Galván

Foto arriba: El subdirector de la Cámara acompaña al Alcalde al abandonar el Seminario.

A la derecha: El Alcalde es recibido por los asistentes al Seminario, y saludado por el Presidente Sánchez.

News in Brief...

INI Appoints Encinas Executive Director for U.S. and Canada

The Instituto Nacional de Industria (INI) has established headquarters for its United States and Canadian operations in New York, and has recently appointed José I. Encinas as Executive Director. This commitment on the part of Spain's largest holding company emphasizes the aggressive thrusts the government is making into new markets.

INI is a state holding formed 40 years ago and now comprising 80 companies which employ approximately 250,000. The holding covers all sectors of Spanish enterprise, including shipbuilding, defense, utilities, electronics, mining, and manufacturers of steel, heavy equipment, fertilizers and paper, as well as a variety of consumer products such as porcelain, decorative furniture and canned foods, to name a few.

The United States and Canadian office will represent INI as a whole. Its purpose here is to encourage dialogue and new trade opportunites, to help INI companies to understand and integrate into the new markets, to introduce the principals of INI companies to investors and joint venture possibilities, and to open doors for advanced technology partnerships. It will also assist in the flow of capital and put INI in touch with the financial communities of both countries. In 1986 INI is also establishing an office in Tokyo and it will eventually have a presence in the Middle East.

INI will not, however, interfere with the ongoing transactions of its companies already established in the United States or Canada. Many of them, such as Iberia Airlines and Trasatlantica, have long records of accomplishment and do not need the assistance.

Mr. Encinas' business background is well suited to the new position, since he has worked in both the public and private sectors. He joined INI several years ago as general manager of SODICAL (Sociedad para el Desarrollo Industrial de Castilla y León). He later became its president and was instrumental in guiding that office to leadership within the SODI group.

In he private sector, Mr. Encinas began his career with Norton, S.A., based in Spain. He later joined ITT's Standard Eléctrica in Brussels, returned to Spain as director of its Industrial Engineering and Manufacturing division and later became General Manager of ITT's Marconi Española. He also was executive vice president and general manager of a Spanish firm in the United States in the early 1980's.

INI corporate headquarters can be contacted by writing or calling Mr. José I. Encinas, INI, 145 East 50th Street, Suite 21A, New York, NY 10022; telephone (212) 751-7338.

Freixenet Opening California Winery

Freixenet S.A., the Spanish wine producer, is opening a winery in Sonoma County, California, according to José Ferrer, president of Freixenet, which is based in the San Sadurni de Noya area near Barcelona. The new winery is located in the Los Carneros wine-grape region and will be the base for Gloria Ferrer Freixenet Sonoma Champagne Caves. With 180 acres of vineyards, it will have an initial production capacity of 100,000 cases a year and by 1992 is expected to produce 300,000 cases a year.

The new champagne will have two principle lines, regular premium champagne and a super-premium reserve champagne. It is currently being test marketed under the brand name Gloria Ferrer, named after Mrs. Ferrer, and has already received several medals, including the Gold Medal at a recent wine tasting in Sonoma County.

Muestras textiles eximidas de aranceles

Las autoridades americanas de Puertas y Aduanas han publicado con fecha de 21 de febrero del presente año la Directiva 3500-7, referente a entradas "informales" de cargamentos textiles en puertos de Estados Unidos.

Según la citada orden, que fue efectiva desde el 9 de marzo de 1986, y afecta a todos aquellos productos introducidos en aduanas o retirados de almacenes aduaneros para consumo o utilización a partir de la mencionada fecha, se exime de pago de arancel a una serie de muestras textiles, siempre que el cargamento tenga un valor inferior a $250.

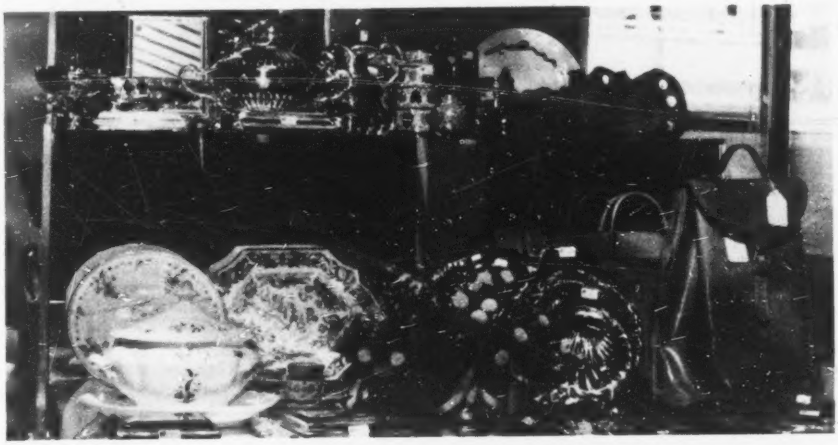
Spanish Home Crafts Exhibited by Capital National Bank

Capital National Bank was the sponsor of a February exhibition of handcrafted home furnishings made in Spain, held at the bank's main branch, 177th Street and Broadway in New York City. The furnishings were on loan from the import house of Artespaña in Westfield, New Jersey.

Among the objects displayed were a handmade chest and chair in the rustic Ronda woodworking style, as well as an assortment of leatherwork, pottery, and woven materials.

The exhibit was the second in a series of special events organized by

Maria C. Cordova, the bank's Director of Cultural Affairs, to further recognition of Latin culture. New York State's first Hispanic-owned and operated bank, Capital National Bank began operations in 1975 and today has four full service branches, two in Manhattan and one each in Brooklyn and Queens; negotiations were completed at the end of 1985 to acquire a Bronx office.



Hand crafted objects from Spain on exhibit at the Washington Heights office of Capital National Bank.

Seville Convention Center to be Ready for 1992 Celebrations

Seville, the "Golden City" and the capital and heart of Andalucia, is gearing up for what will be one of Spain's biggest celebrations: the 500th anniversary of the discovery of America (Columbus Day, October 12th, 1992). It's already the "talk of the town" in Seville and in all of Spain—and in Latin America and the communities or regions of Hispanic heritage in the United States.

Among the major projects under way is the WORLD EXPO '92 in Seville, which includes a new convention center being built at a cost of about 25 million dollars on 162,000 square meters of land.

The center, which will be surrounded by major new hotels, will feature an auditorium seating 1,000 persons, plus conference halls, an exhibition area with 50,000 square meters of floor space in three separate halls, and a plaza for open-air events. It is all scheduled to open in 1987, with a continuous crescendo of activities and events beyond imagination leading up to the big celebration. It will remain as a permanent complex, attracting conventions and tourists—perhaps until the one thousandth anniversary of the discovery of America.

Simultaneously there will be a voyage of authentic replicas of the Niña, the Pinta and the Santa Maria, duplicating the route of Columbus in 1492, and the countries of the "New World" which Columbus found will join in the celebrations.

Seville, though inland, is on the banks of the Guadalquivir River and was a major departure port for expeditions to America. Even Amerigo Vespucci, who gave his name to two continents, set out from Seville, and it was also the port of departure for Magellan's circumnavigation of the planet.

The city's spectacular cathedral, the third largest in Europe, contains a tomb of Christopher Columbus; it is just one of the endless sights and experiences of SEVILLA.

Famous Luxury Hotels Added to Spain's Parador System

Three major hotels have been added to Spain's National Systems of Paradors; there are now 83 properties in the network.

The 157-room Hostal de los Reyes Católicos in Santiago de Compostela and the 258-room Hotel de San Marcos in León are both grand-luxe 5-star hotels and among the best and most famous in Europe. They are also national artistic monuments dating to the 16th century, when they were inns for pilgrims to the Holy City of Santiago. Today they are the epitome of modern luxury amid ancient surroundings.

The third addition to the parador system is the 4-star, 83-room La Muralla in Ceuta, on the Mediterranean coast of North Africa, a modern structure enclosed within the walls of a 15th century fortress.

Of the 83 Paradors throughout Spain, many are located in or near resorts and other important tourist destinations. Others are "off the beaten track" and are destinations in themselves which entice the traveler to explore areas he might never see otherwise. The historic Paradors are museums of art, sculpture, handicrafts and furniture. In both the historic and the modern Paradors the best of an infinite variety of regional dishes are featured, and the service is superb.

The Parador system is the result of a unique concept in tourism developed during the reign of King Alfonso XIII. The idea was to renovate the country's treasured palaces, castles, convents and monasteries, many of which had been abandoned, faithfully adhering to the original architecture and decor, and converting these national monuments into state-run luxury hotels with every comfort and facility.

In 1926 the King himself chose the site for the first Parador—a baronial hunting chalet in the mountains and pine forests of Gredos, southeast of Avila. The restored chalet is now a resort offering excellent hunting, fishing and horseback riding.

Over the years the system has grown to offer a wide choice and variety of accommodations. It now includes, besides the historic buildings, modern hotels which have been constructed or acquired.

For information contact the National Tourist Office of Spain. Reservations can be made through their U.S. representative, Marketing Ahead, Inc., 433 Fifth Ave., New York, NY 10016; telephone (212) 686-9213.

The Spain-U.S. Chamber of Commerce, Inc.

Cámara de Comercio Española en Estados Unidos

350 Fifth Avenue
New York, NY 10118

Telephone: (212) 967-2170
Telex: 275815 SPAN UR

APPLICATION FOR MEMBERSHIP

Corporate Sustaining Members in the United States	*$1,000*
Individual Sustaining Members in the United States	*$ 500*
Regular Members in the United States	*$ 250*

The Undersigned hereby applies for regular membership in the Spain-U.S. Chamber of Commerce, Inc., and declares as follows:

1. That he (it) maintains an office in the United States of America for the transactions of his (its) business.
2. That he (it) subscribes to the aims and purposes of the Spain-U.S. Chamber of Commerce, Inc., as set forth in the By-Laws of the Chamber.

FULL NAME OF APPLICANT
(COMPANY OR INDIVIDUAL) ....

IF A COMPANY, NAME OF
REPRESENTATIVE TO THE CHAMBER ....

ADDRESS ....

CITY .... STATE .... ZIP CODE ....

TELEPHONE .... CABLE ADDRESS ....

BUSINESS OR PROFESSION (Please check one or more):

Service	☐	Dealer	☐	Manufacturer	☐	Other:....................
Agent	☐	Exporter	☐	Producer	☐	....
Broker	☐	Importer	☐	Representative	☐	....

IF A SERVICE, INDICATE
THE SERVICE(S) YOU OFFER ....

IF A MANUFACTURER, EXPORTER, IMPORTER, REPRESENTATIVE ETC. PLEASE INDICATE PRODUCTS IN WHICH YOU SPECIALIZE:

....

....

SPONSORING MEMBER(S) ....

BANK ....

DATE .... BY ....
(Signature of applicant or representative)

The Spain-U.S. Chamber of Commerce, Inc.

Cámara de Comercio Española en Estados Unidos

350 Fifth Avenue
New York, NY 10118

Telephone: (212) 967-2170
Telex: 275815 SPAN UR

SOLICITUD DE INSCRIPCION
PARA MIEMBRO ASOCIADO EN ESPAÑA

(Pago anual: U.S. $ 100 ó su equivalente en pesetas)

El abajo firmante por la presente solicita su inscripción en la Cámara de Comercio Española en los Estados Unidos y expresa lo siguiente:

1°. — Que mantiene algún tipo de actividad comercial en España.

2°. — Que suscribe los objetivos y fines de esta Cámara como se proclaman en los estatutos de la misma, una copia de los cuales está a su disposición.

NOMBRE DE LA COMPAÑIA...

CALLE...CIUDAD.................................... PROVINCIA..................

TELEFONO...TELEX.....................CODIGO POSTAL................

NOMBRE Y CARGO DE LA PERSONA A CONTACTAR..

....

NEGOCIO O PROFESION:

Fabricante ☐ Importador ☐ Exportador ☐ Agente ☐

Distribuidor ☐ Servicios ☐ Otros ☐

SECTOR - ACTIVIDAD..

PRODUCTOS O SERVICIOS CONCRETOS CON LOS QUE NEGOCIA..

....

¿EXPORTA? SI ☐ NO ☐

EN CASO AFIRMATIVO:

Porcentaje sobre facturación total...

Paises: % / Total..

Experiencia en mercado EE.UU. ....

¿HA COLOBARADO ANTERIORMENTE CON ESTA CAMARA? Sí ☐ No ☐

BANCOS CON LOS QUE OPERA:

USA..

España..

Fecha.................................... ....

FIRMA SOLICITANTE

The Very Best
in the Heart of Madrid

Because THE VILLA MAGNA HOTEL enjoys a privileged situation:
Paseo de la Castellana. A place of encounter between historical Madrid and today's modern city. A place full of life where the visitor is close to museums, shopping, fashion centers and entertainment.

A Whole World of Class and Attentions

Of yesterday and today. A taste for the classic in all details and a modern concept of today's needs. At the Villa Magna you'll enjoy stylishly decorated rooms and suites, refinement and luxury at the Rue Royale restaurant, as well as attentions to make your stay a memorable one. The Villa Magna Hotel can provide a chauffeur driven limousine to take you to and from Madrid Airport.

With the guarantee and advantages of
The Leading Hotels of the World®

For information and reservations please telephone any of the offices listed below.

Hotel Villa Magna
★★★★★
G. L.

22, Paseo de la Castellana. 28046 MADRID Phone: (341) 261 49 00. FAX (1) 275 95 04. Telex: 22914 VIMA-E

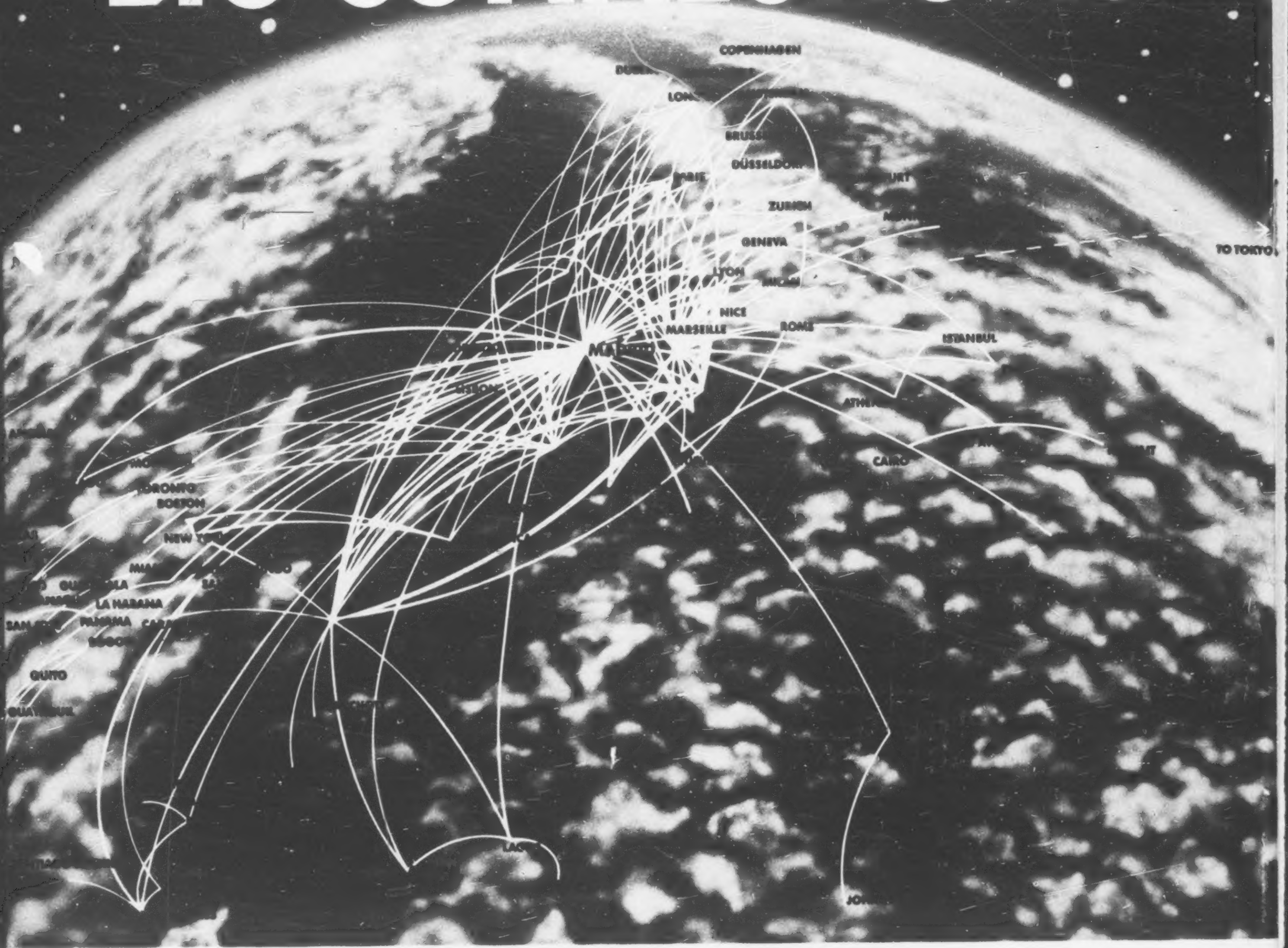
NORTH AMERICA
U.S.A., PUERTO RICO & U.S.
Virgin Islands (800) 223-6800 toll free
N.Y. STATE, HAWAII & ALASKA
(212) 838-3110 collect
CANADA
(800) 341-8585 toll free

GREAT BRITAIN
LONDON
0800 181.123 toll free
Telex: 299370

SWITZERLAND
GENEVA
(022) 28 65 66
ZURICH
(01) 302 08 08

WEST GERMANY
FRANKFURT
(069) 290-471 Telex: 411592
ELSEWHERE
0130-2110 toll free

BIG CONNECTIONS


COPENHAGEN
BRUSSELS
DÜSSELDORF
PARIS
ZURICH
GENEVA
LYON
NICE
MARSEILLE
ROME
ISTANBUL
TO TOKYO
CAIRO
TORONTO
BOSTON
NEW YORK
LA HABANA
PANAMA
QUITO

AND SMALL ONES.

The world today requires air travel on a scale far grander than any known in the past.

Iberia the International Airlines of Spain, has risen to that challenge. We link 21 European cities, 15 Middle Eastern and African cities, and 27 cities throughout North and South America.

Our international capabilities in fact earned Iberia stature as the third largest airline in all of Europe. We also operate the biggest network of domestic airports in western Europe.

Come fly the world on Iberia. Our connections are very convenient and our credentials impeccable.

Our experience as a major airline has taught us that passengers want to be treated as people first. Whether it's serving an extra cup of hot coffee to a weary businessman or treating a first time flyer to an unexpected gift. We try never to forget that a heartfelt smile, a simple courtesy, can turn the most ordinary flight into an enjoyable journey. Call your travel agent today and suggest Iberia. We just may be the airline you've been waiting for.

IBERIA
AIRLINES OF SPAIN

THE BEST CONNECTIONS IN THE WORLD MEAN NOTHING IF AN AIRLINE FORGETS THE HUMAN ONE.

TAPSA